

INTRODUCTION

MODULE 2

Strategies for Effective Leadership

Your ability to think is the most powerful skill that you have in determining the direction of your life and then of your organization.

The hallmark of successful leaders is that they are able to think *better* than others, especially their competitors. The ability to think is a *skill* that can be learned and developed through practice.

There are specific ways of thinking and acting that are common to successful leaders in every type of business organization. By asking and answering the right questions, often the provocative and uncomfortable questions, you begin to think deeper and more accurately than the people around you.

In this program, you are going to learn the framework of strategic thinking used by the most effective leaders in every situation.

“Leaders are
strategic thinkers.

They can see the
big picture.”

WHAT YOU WILL LEARN IN THIS SESSION

“All strategic planning
is ultimately
customer planning”

1. The two keys to success in leadership;
2. Your most valuable asset;
3. Four reasons for setting strategy;
4. Five key questions for strategic planning;
5. The three starting points of strategic planning activities;
6. The driving force of strategy;
7. The key part of strategic planning;
8. Thinking about the future;
9. The strategy of quality leadership.