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CROSSING THE CHASM: FROM OPERATIONAL MANAGEMENT TO STRATEGIC LEADERSHIP
with Dr. Jeffrey Kuhn
$475 (US) per person

VIRTUAL SESSION (3-HOUR)

CROSSING THE CHASM: FROM OPERATIONAL MANAGEMENT TO STRATEGIC LEADERSHIP

Todays market landscape presents both promise and peril for leaders in established organizations. Socioeconomic trends, accelerating technologies, and profound shifts in purchase and consumption patterns are radically reshaping existing markets and creating new ones. Threats to a companys core business have become commonplace as barriers to entry fall and competitive arenas become saturated with fast followers and brazen imitators. Organizations are waking up to these new market realities and find themselves in short supply of dynamic strategic leaders. They have legions of internally-focused efficiency managers to keep the organizational engine humming, but few leaders with the strategic capacity to capture emerging growth opportunities and guide the organization into the future. This seminar provides a practical framework for thinking and leading strategically in the new market landscape. Through expert content, carefully curated case examples, captivating leadership portraits, insightful strategic dialogue, and impactful development tools, Dr. Kuhn will lead participants through an engaging exploration of the fundamental shifts in mindset, language, and lens needed to break the shackles of short-termism and incrementalism and cross the chasm from operational management to strategic leadership.

DR. JEFFREY KUHN

Dr. Jeffrey Kuhn is a distinguished thinker, author, strategy advisor, educator, and speaker with expertise uniquely positioned at the intersection of strategy, innovation and growth, and organizational renewal and vitality-the work of strategic leadership. His research, teaching, and advisory work center on helping senior business leaders develop the capacity to think and lead strategically in dynamic market environments undergoing profound change. He holds a doctorate from Columbia University, and has served on the faculty of Columbia Business School, and as a guest lecturer at The Wharton School, and the U.S. Naval Postgraduate School. His research and writings on strategic capacity and dynamic capabilities have garnered worldwide acclaim. He is a fellow at the Strategic Management Forum and the Royal Society of Arts. In 2017, Dr. Kuhn was inducted into Marshall Goldsmith 100 Coaches.

TOPICS COVERED

DEFINING STRATEGIC LEADERSHIP

WHAT IS STRATEGIC LEADERSHIP? HOW IS STRATEGIC LEADERSHIP DIFFERENT FROM OPERATIONAL MANAGEMENT AND OTHER FORMS OF LEADERSHIP?
THREE DOMAINS OF LEADERSHIP
THE HOLY TRINITY: STRATEGIC THINKING, STRATEGIC LEADERSHIP, AND STRATEGIC INNOVATION IN DYNAMIC INDUSTRIES

LEADING IN THE NEW MARKET LANDSCAPE

DEFINING FEATURES OF THE NEW MARKET LANDSCAPE
THE NEW MARKET LANDSCAPE REQUIRES NEW WAYS OF THINKING AND LEADING

THINKING AND LEADING STRATEGICALLY: THE ESSENTIALS

STRATEGIC VS. OPERATIONAL VS. TACTICAL THINKING
KEY DIMENSIONS OF STRATEGIC THINKING AND STRATEGIC LEADERSHIP

MANAGING STRATEGIC PARADOX AND TENSION: THE TWO-CURVE CHALLENGE

WHY GOOD COMPANIES GO BAD: SOURCES OF ORGANIZATIONAL DECLINE
THE CHALLENGE OF STRATEGIC INNOVATION IN ESTABLISHED ORGANIZATIONS; OVERCOMING THE GRAVITATIONAL PULL OF TODAY TO CREATE THE GROWTH OF TOMORROW
LEADING ORGANIZATIONAL RENEWAL
CASE DISCUSSION: FINANCIAL HEALTH VERSUS STRATEGIC HEALTH

DEVELOPING A KEY STRATEGIC MINDSETS AND SKILLSETS

FUTURE GAZING
PERCEPTUAL ACUITY
FRAMING STRATEGIC QUESTIONS
THE IMPORTANCE OF CURIOSITY AND IMAGINATION
OVERCOMING STRATEGIC MYOPIA

BECOMING A STRATEGIC LEADER / BUILDING THE STRATEGIC MUSCLE OF MY TEAM

CROSSING THE CHASM FROM OPERATIONAL MANAGEMENT TO STRATEGIC LEADERSHIP
OVERCOMING PERSONAL AND ORGANIZATIONAL BARRIERS TO STRATEGIC THINKING
BUILDING THE STRATEGIC MUSCLE OF MY TEAM
CHARTING THE COURSE TO BECOME A STRATEGIC LEADER

SYNTHESIS OF KEY THEMES AND APPLICATION

FOR REGISTRATION PLEASE CONTACT: - IMS Regional Director -
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