

ASPIRE™

Consulting and Training Ltd.

10 Day Certificate in The Strategic Leader

ASPIRE™
TRAINING.ASIA



Influence Empower Success

INTRODUCTION TO ASPIRE

Aspire Consulting and Training Ltd is committed to providing results driven and innovative learning solutions adding true value to all customers to support their growth in people, processes and performance.

Aspire specialises in global consulting and learning, working with multi-national organisations and government departments across the world. We have a reputation for providing high quality bespoke and accredited programmes for our customers to support their leadership teams, strategic thinking and wide range of learning and development programmes to ensure their people are at the forefront of their sectors.

Aspire is a trusted partner to many leading organisations both in the UK and internationally. our focus on ensuring your organisation understands the return on investment it should achieve from the programmes we deliver is paramount to the success of our future relationships with all our customers.

Our unique approach to designing bespoke learning and development solutions for our customers enables us to design, in conjunction with experts in that field, a truly tailored solution that maximises your return on investment. We believe that 'one size fits no one' when designing impactful courses that are focussed on changing the behaviours of individuals to impact on business results/performance.

We deliver a vast number of training programmes with a small selection below to offer a flavour of what we do:

- Becoming Management Material
- Strategic Leadership
- The Art of Influence and Negotiation
- Sales, Marketing and Branding
- Improving the Customer Experience
- Developing a Strategic Business
- Digital Business
- Lean Process Improvement
- Project Management
- Crisis and Risk Management

Below are several organisations we are currently or have supported with their development:

- The Environment Agency
- UNICEF
- Ministry of Transport Vietnam
- Jaguar Land Rover
- Total Cambodia
- Maybank
- Exxon Mobile
- Ministry of Education Oman
- Western Digital
- Malaysian Airways

Our experience and knowledge of different industry sectors offers us a unique position when working with our clients, as we can explore the true heart of the business and build our relationship, your people and your business in a dynamic and proactive way.

PURPOSE OF THE PROGRAM

This ASPIRE training course on The Strategic Leader brings together the key strategic leadership skills of strategic planning, negotiation and conflict management required to succeed in today's complex and challenging business environment.

'Strategy' is as it says in the classic text 'the art of war', complex yet when understood very simple, those who have a successful strategy are in control of the upcoming events.

The implementation of strategies often requires the ability to exert influence and negotiate effectively. Negotiation is not litigation, neither is it war. Negotiation is not about obtaining total victory. Total victory by one party tends to be short lived. Negotiation and conflict management are key strategic management and leadership skills and are probably the single most used skills in business today.

This training course will enable you to:

- Challenge your pre-conceptions about strategic planning, negotiation and conflict management
- Understand the content of strategy - unravelled, demystified and translated into everyday language
- Learn how to implement the strategic planning process and get real value out of the process
- Learn how to analyse the much-misunderstood concept of win-win negotiation
- Obtain the essential tools and practical skills for the planning and management of the negotiation and conflict process, thereby developing the ability to negotiate value-creating solutions

MODULES

This training course is split into two modules:

MODULE I - Strategy & Strategic Planning

MODULE II - Negotiation and Conflict Management in Organisations

Each module is structured and can be taken as a stand-alone training course; however, delegates will maximise their benefits by taking Module 1 and 2 back-to-back as a 2-week training course.

ABOUT THE PROGRAM

ORGANISATIONAL IMPACT

- Improved planning, implementation, results and strategic leadership
- Integration of strategy, finance, and operations
- Much better decision-making and time and resource allocation - Leading to better organisational and individual performance
- Use of a well proven planning process & more effective implementation
- Learn to develop the range of skills and competencies required to manage conflict and negotiate effectively
- Gain the knowledge and confidence to tackle negotiations in a collaborative and constructive manner that produces added value outcomes

PERSONAL IMPACT

As a direct result of attending this training course, you will:

- Develop new skills and thinking processes for you and the organisation
- Increase behavioural flexibility and career flexibility (vertically and horizontally)
- Accelerate thinking speed and problem resolution for all difficult dilemmas
- Have far greater motivation and proactivity
- Be provided a deep understanding of personal conflict resolution style
- Develop the confidence and ability to influence others and obtain better results through an understanding of how to deal with difficult situations and tough negotiations

ABOUT THE PROGRAM

Learning Objectives

By the end of this training course, you will be able to:

- Learn the key stages in the entire process, providing a takeaway toolkit for each key stage and each delegates
- Apply to management issues, learn option generation, opportunity cost, choice and implementation phases of strategy
- Understand the process of change, planning, organisational strategy and change
- Identify the sources of conflict in the professional environment
- Gain awareness of your own style in approaching conflict and negotiation
- Learn how to achieve true win-win results & expand your range of negotiating skills
- Use a three-step planning guide to analyse and prepare for a negotiation

Training Methodology

This training course process is based on a carefully planned mix of succinct tutor input with the practical illustration of tools and concepts, group work on case studies (some are video based), role play exercises with feedbacks, self assessments questionnaires and group discussions to develop the themes around participants' own experiences and needs. Team involvement and working enable a strategy to be created from start to finish.

This is a highly interactive training course on The Strategic Leader, using a mix of case studies, role play exercises, self-assessment questionnaires, presentations and group discussions to develop the themes around participants' own experiences and needs. It presents an opportunity for delegates to practice the skills taught using a variety of hands-on negotiation exercises that stress participation and that reinforce and build on the comprehensive training course materials.

5 DAY COURSE OUTLINE

MODULE ONE: Strategy and Strategic Planning

Day 1

Strategic Thinking and External Analysis

- Definitions of strategy and strategic planning
- Why are strategy and strategic planning important?
- Understanding the main frameworks for strategic analysis
- Private and public sector strategies – *similarities and differences*
- External analysis - *Understanding and analysing business attractiveness*
- Analysing customers and benchmarking your own strategic position
- How attractive is the game that we have chosen to play?

Day 2

Internal Analysis and Fusion into Strategic Choice

- The interface and balance of external and internal analysis
- Internal analysis: *Financial*
- Internal analysis: *Non-financial*
- The concept and practicalities of the “balanced scorecard”
- Diagnosing and analysing strategic problems and opportunities
- Fusion of analysis into strategic choices - *SWOT and the strategy matrix*
- How well are we playing the game that we have chosen to play?

Day 3

Strategic Plans and the Relevance of Alliances and Joint Ventures

- Review of the tools used so far
- The content of a strategy: avoiding “paralysis by analysis”
- Putting a strategic plan together – The 5-page framework
- A real-life example of a business strategy / strategic plan
- Strategies for alliances and joint ventures
- Management of alliances and joint ventures
- Examples of best practices in alliances and joint ventures

Day 4

Global Strategy, Team Building and the Management of Internal Communication

- The essence of globalisation and global strategy
- Globalisation – *The strategic dimension*
- Globalisation – *The organisational dimension*
- Globalisation – *The human dimension*
- How to build and manage a strategic planning team?
- Communicating strategy through the organisation
- Gaining your team’s commitment and buy-in to the strategy

Day 5

Strategic Implementation and Getting the Value out of Strategy

- Alignment of strategy, culture, structure and people
- Effective execution - *Converting strategic analysis and planning into action*
- Aligning and linking strategy with operational objectives
- Implementation – *Getting practical things done*
- Creating tomorrow’s organisation out of today’s organisation
- Strategic planning at a personal level
- Overview - *The complete strategy process*
- Summary and conclusions - *The corporate and individual value of strategic planning*



5 DAY COURSE OUTLINE

MODULE TWO: Negotiation and Conflict Management in Organisations

Day 6

Breaking Down the Negotiation Process

- The Fundamental Requirements of Negotiation
- Power Dispersal and the Development of Negotiation Theory
- Causes of Organisational Conflict
- Conflict Escalation and Steps to Prevent It
- Managing Conflict – *The Five Primary Strategies*
- The Dichotomy of Negotiation – *Competing and Cooperating*
- Gaining Personal Insight - *Negotiation Style Assessment*
- Negotiation as a Mixed Motive Process

Day 9

Communicating to Maximise Negotiation Effectiveness

- Communication Style – *Packaging Information for Maximum Influence*
- Active Listening Skills in Negotiation
- Communicating through Body Language
- Interpreting Body Language and Nonverbal Behaviour
- Communicating within Negotiation Teams
- Improving Negotiation Team Performance
- Ethics and Negotiation

Day 7

Implementing Practical Negotiation Strategies

- Effective Practical Negotiation Strategies
- Competitive Value Claiming Negotiation Strategies – *Cutting the Pie*
- BATNA, Reserve Point, Target Point
- Opening Offers, Anchors, Concessions
- Cooperative Value Creating Negotiation Strategies – *Baking a Bigger Pie*
- Identify Interests, Information, Diagnostic Questions & Unbundling Issues
- Package Deals, Multiple Offers and Post-settlement Settlements
- Categorising Negotiation Outcomes

Day 10

International and Cross Cultural Complexities

- What is culture and how does it affect negotiating norms?
- Hofstede's Cultural Dimensions
- Advice for Cross Cultural Negotiations
- Unique Features of International Agreements
- Building a Deal – *What to Remember?*
- Applying Learning to a Range of Organisational Situations
- Summary – *Building a Better Negotiating Organisation*

Day 8

Preparation Templates, Sources of Power & Key Mediation Techniques

- Preparation Template - *Planning to Negotiate*
- Internal & External Preparation, Synthesis and Situation Assessment
- Identifying and Leveraging Negotiating Power
- Mediation in Context – *Negotiation, Mediation, Arbitration and Litigation*
- Mediation as a Facilitated Negotiation
- Practical Mediation Techniques to Resolve Disputes
- Dealing with Confrontational Negotiators



PRICING AND DELIVERY

Our programs

Delivered :

- London – UK
- New York - USA
- Kuala Lumpur – Malaysia
- Ho Chi Minh City - Vietnam
- Bangkok – Thailand

Times

Start 09.00

Finish 17.00

5 Day program is 40 learning hours

10 Day Program per person

GBP £ 9995.00

- Non-residential cost
- Includes certification from AIPLD on final day
- Does not include hotel, flights and expenses
- Payment to made prior to training
- Each course will have a maximum of 15 delegates

WHY CHOOSE US?

Some ideas come and go and some change things forever. At **Aspire**, we've incorporated the best development techniques into our training so that your people not only come away with specific skills and action plans, but often see things in a different way.

Each of our training programmes set the stage for a game-changing conversation between your people and their managers. Whether they are coming to grips with sweeping changes in the organisation or grappling with the flood of young workers, our programmes give everyone a new point of view that helps and engage like never before.



CONTACT US

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We are fortunate to work with many different types of organisations around the world, working with many blue-chip company's and Ministerial Departments such as Education, Transport and Health in the UK, Oman, Thailand and Vietnam.

We work within manufacturing, retail travel, hospitality, finance and so many more.

So, we understand our clients needs.

