

MANAGEMENT & LEADERSHIP STRATEGY SEMINAR



*DEVELOPING WINNING STRATEGIES
BOTH IN GOVERNMENT & PRIVATE
SECTOR:*

MANAGEMENT & LEADERSHIP STRATEGY



*VINELAND NEW JERSEY - USA
AUGUST 17th - 21th 2015*



SOA

**ACCOUNTING, FINANCIAL, &
BUSINESS SOLUTIONS**

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Professional Training Introduction

As the global economy goes through this process of resurgence and European economies continue to be burdened with high levels of debt, one thing has become obvious: economies and, by extension, companies are more interconnected than ever before. While firms remain flush with cash and appear to have weathered the worst of the recession, reluctance to invest remains high. Issues such as ongoing uncertainty in the global economy, particularly with the crash in crude oil price; Europe inactivity among policy makers; growth in many African countries, particularly among the ECOWAS members; and huge gaps in economic wealth within societies have all resulted in an environment of high uncertainty for businesses. So, the cycle continues and businesses face an uncertain future.

Coupled with economic uncertainty and continued political turmoil and Islamic insurgence both in the Middle East and Africa reflected in what appears to be a still simmering 'Arab Spring of discontent', as well as Boko Haram in Nigeria and its North axis neighboring countries, there are a number of questions that confront us in this redefined framework of capitalism. What appears clear is that unregulated markets are the basis upon which capitalism, if left unchecked, will self-destruct. Instead, some attention must be paid to developing regulatory mechanisms that can constrain market forces without constraining capitalism. In effect, we must find a balance between control and freedom in the marketplace. Hence, both government and private sectors must acknowledge and find ways to function in the mode of a mixed economy, where occasional governmental intervention is accepted. Otherwise, managers and organizations, if left to their own devices, will continue to engage in self-aggrandizing behavior, acting outside of shareholder interests and leading to greater economic tragedies.

Training To Effect Positive Change

Studies have shown that most poor workplace attitude and performance can be dealt with through training interventions in a multi-disciplinary environment such as organization. However, for such intervention programmes to be effective, it is necessary first to understand the sources of the variables contributing to poor workplace attitudes and behaviors; to understand the formal and informal networks and social interactions between administrators, faculty, managers, coordinators or team leaders, their work teams and students. With this initial assessment will emerge the design of a programme which is appropriately suited to influence attitudinal change and derive the desired positive outcomes.

The central tenet of this strategic management and leadership seminar is about playing a game; one in which you can clearly define how your firm fits in; one that allows you to differentiate between those firms against whom you are competing and those that should be ignored; one that emphasizes the need for continuous environmental scanning to ascertain what challenges are on the horizon; one that allows a firm to decide how it wants to be viewed by its competitors; one that your firm can play better than your competitors, one that your competitors do not quite understand; and one that cannot be successfully duplicated. The ability to create and design successful strategies is also affected by the cognitive maps of those designing and implementing the strategy. Therefore, strategic management is both an art and a science. The art is finding a way to create something so unique that none of your competitors can imitate it. The science is implementing that strategy and meeting or exceeding expectations, while recognizing that maintaining a long-term focus is essential to survival. It is also important to note that there is no 'one size fits all' when it comes to designing and implementing strategy, and that any strategy needs to be adaptable to changing conditions.

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Key Learning Objectives of the Course

Effective Management & Leadership Strategy skill requires a combination of people, processes, and technology to achieve maximum results. Technology-based programs are in and of themselves, insufficient. The key learning objectives of the program are summarized below:

Program Objectives:	Effective Communication	Technology Fluency	Information Literacy /Research	Quantitative Literacy	Critical Thinking
Assess how firms create value and how they go about building and sustaining competitive advantage in different markets.	X			X	X
Analyze how business is changing as a result of globalization and technological developments and the implications of these changes for strategy.	X		X		X
Employ the tools and techniques of strategic analysis, including frameworks such as industry structure, Porter's five forces model, value chain analysis, portfolio analysis, and e-business models to business case analysis and to one's own organization.	X		X		X
Adopt a macro perspective of the firm, recognizing that it is a system of interrelated functions, each affecting the bottom line.	X		X		X
Employ teamwork skills and execute a number of interrelated and interdependent decisions that affect the performance of the team (firm) as a whole and the participants as individuals.	X		X		X
Better understand the importance of resources, distinguish between those that are more critical and those that are less critical, and how they can be used to develop a successful strategy.	X		X		X
Construct business-level and corporate-level strategies in different competitive environments.	X	X	X		X
Assess the strategy-structure options for expanding and/or globalizing firms.	X	X	X		X
Assess how managers lead strategic change and exercise control in the pursuit of organizational objectives.	X	X	X	X	X
Analyze corporate-governance issues from the perspectives of shareholders, employees, regulatory bodies, and other stakeholders.	X		X		X

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Learning Benefit & Expected Outcome of the Course

In this seminar, we will employ highly complex analytical tools including case discussion, and simulation exercises. As such, one is expected to have an advanced understanding of such things as production analysis, financial statement analysis, and operations planning techniques. Understanding these and other analytical tools is important because EVERY strategic decision implemented by a firm has bottom line implications.

By participating in the above programme, a number of benefits and positive outcomes will accrue to the individuals, their teams and the entire workplace. Such benefits include:

- Demonstrate their analytical capabilities using their critical-thinking skills.
- Understand the basic and practical aspects of strategy.
- Apply the analytical techniques developed to conduct strategic analyses.
- Recognize that all decisions within the firm have bottom-line implications.
- Have well-developed team-working skills.
- Examine corporate issues from a more strategic perspective, and critically evaluate strategic decisions.
- Recognize the challenges faced by firms in designing and implementing strategies.
- Understand how firms deal with the complexities of a dynamic and highly complex environment.
- Appreciate the role that unintended consequences can have on strategic outcomes
- Provide effective solutions for strategic problems confronted by firms etc.

Course Methodology

OPEN TRAINING:

- These courses are taught face-to-face by our highly qualified and experienced academician and professional in a comfortable, well equipped classroom
- Comprehensive, high quality course notes are available for learners to take away
- For many people, taking time out of a regular office environment for these short course will let them concentrate and maximize the benefits
- Participants will also be assessed individually and course tailored to organization
- Within the classroom, learners from different businesses and backgrounds can enjoy a networking opportunity.
- Break into syndicate sessions

Course Structure

- 3 Days general workshop
- 1 Day syndicate sessions
- 1 Day field trip, presentation and certificate & award distribution

Extra

- Upgrade to Gold or Platinum package
- City tour
- Certificate of Achievement
- Special arrival and cocktail dinner
- Become an alumnus of the Institution
- Business Networking Opportunities

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Who is the Program for & Course Content?

This programme is designed for directors, accountants, administrators/management professionals in government and private sectors, accountants, projects engineers, lawyers etc looking to develop their knowledge in management and leadership strategy in order to drive their organization or industry forward. It is expected that this program will be of immense benefit to members of the Board of Directors, Union Leaders, Directors, Executive Sec, Administrators, Management Executives, Accountants and Controllers, Lawyers, Project Engineers/Managers, Mid- Level Managers, Team Leaders, working with both government and private sector.

Course Content:

- Corporate Culture and Strategic Leadership: Key to Good Strategy Execution
 - Simulation Exercise & Video
- Strategic Leadership
 - Case Analysis and Simulation Exercise
- Building Organizational Capabilities
 - Simulation Exercise and Discussion
- Creating a Competitive Advantage
 - Case Analysis, Video and Discussion
- Sustaining Superior Performance
 - Simulation Exercise and Case Analysis
- Developing a Regional Strategy
 - Video and Discussion
- Building new market capabilities
 - Discussion
- Entering and dominating markets
 - Discussion
- Closing the gap between strategy and execution
 - Discussion

Awarding Institution & Partner

Cumberland County College (CCC) was the first community college in New Jersey to open its own campus in October 1966. Today, the college is dedicated to preparing students and community members for success in the ever-changing global environment.

Cumberland's core values – pride, service, excellence – drive its attitude toward delivering outstanding academic programs and services. The college's reputation for quality flows from innovative professors who teach in well-equipped classrooms and laboratories.

Enrolling more than 4,000 students during the academic year, Cumberland County College is fully accredited by the Middle States Commission on Higher Education. More than 25,000 students have graduated from CCC since it opened. CCC offers more than 90 career, professional and transfer programs of study. Degree and certificate programs are offered in the fields of Communications, Accounting, American Studies, Business, Education, Public Administration, Social Service, Agriculture/Horticulture, Computer Science, Engineering, Engineering Technology, Mathematics/Science, Office Administration and Technical Studies.

SOA Financial (SOA) of Maryland USA, is a management consulting and CPA firm with over ten years experience in providing financial consulting, business development solutions, and capacity development/training for emerging nations. Our client portfolio includes governmental and private organizations both local and international. SOA in collaboration with our partners provide a broad range of services that not only provide advanced solutions but also ensures optimal achievement of client's desired goals throughout its entire life cycle.

In today's changing world, SOA prides itself in building strong synergies, we strongly believe utilizing industry experts and academicians creates that edge, value and increases competitive advantage. SOA currently has service delivery capabilities in the USA, UK, Ghana, South Africa, United Arab Emirate, Australia and Nigeria.

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Date, Duration, Venue & Course Fee

DATE: AUGUST 17th – 21th, 2015 (Arrival date shall be August 15th & 16th, 2015)

DURATION & VENUE: The program is designed to run for a week; the 5 -day short course to be delivered at College Drive Vineland NJ, 08362-1500 USA.

TIME: The schedule is 9:00 to 12:30 (EST) and 14:00 to 16:30 (EST) Time in New Jersey.

COURSE FEE

<p>\$3,300 (US DOLLARS) Three Thousand, Three Hundred US Dollars Only</p>	<p>This Fee Covers:</p> <ul style="list-style-type: none"> - Training Kits & Experts' Tuition - Feeding (Tea Break & Light Lunch -Buffet) - Business Networking - Field Trip - Visa Invitation Letters - Awards & Certificates
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VISA REQUIREMENT

Participants subscribing for this course must possess valid US Visa in order to enroll for this programme. In case prospective delegate(s) do not possess entry Visa, our agents can assist prospective delegates to process their Visas including sending invitation letters after payment to the US Embassy of choice (Abuja or Lagos).

Payment & Other Details Contact

Contact the Coordinator in USA – **Mr. AUDU ABUBAKAR** – aabubakar@soafinancial.com +14438399530



Local – Comrade Ameachi Lawrence Ugochukwu
 08033139391



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Registration

*Complete the form below:
 Please photocopy this page for multiple registrations*

Name/Dr./Mr./Mrs./Ms.	
Position	
Organization	
Address	
Telephone	
Email	

HOW TO REGISTER:

Emails: aabubakar@soafinancial.com, shinao@soafinancial.com, ncsufbabuja@yahoo.com, larryuchekwu@yahoo.com
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Website: www.soafinancial.com



8(a) and SDB Certified... MBE, SLBE, & MD SBR