

## **BROCHURE OXFORD ETHSUN**

**Introduction:** The Executive Certificate in Strategic Leadership is designed for ambitious professionals seeking to develop their leadership skills to succeed in an ever-changing professional environment. This program offers a holistic approach to leadership, combining theoretical knowledge, practical case studies, and personal development tools to enable participants to make informed strategic decisions, mobilize their teams, and drive change successfully.

### **Training Objectives:**

1. Understand the fundamental principles of strategic leadership.
2. Develop effective communication skills to influence and motivate teams.
3. Learn to navigate a complex and evolving professional environment.
4. Acquire problem-solving techniques and strategic decision-making skills.
5. Develop a long-term strategic vision for the organization.

### **Training Content:**

1. *Fundamentals of Strategic Leadership:*
  - o Different leadership styles and their impact on performance.
  - o Characteristics of an effective leader.
  - o Difference between operational leadership and strategic leadership.
2. *Communication and Influence:*
  - o Techniques for effective communication.
  - o Conflict management and negotiation.
  - o Using emotional intelligence to positively influence others.
3. *Strategic Analysis:*
  - o SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
  - o Identifying market trends and growth opportunities.
  - o Evaluating competition and strategic positioning.
4. *Change Management:*
  - o Understanding resistance to change and ways to overcome it.
  - o Strategic change planning.
  - o Managing transitions and effective communication during periods of change.
5. *Ethical Leadership and Social Responsibility:*
  - o The importance of ethics in leadership.
  - o Corporate social responsibility and its impact on company reputation.
  - o Integrating sustainability into corporate strategy.

**Methodology:** This training will be delivered through a combination of lectures, case studies, group discussions, practical exercises, and personalized feedback. Participants will also have access to online resources to deepen their learning and will benefit from networking sessions with seasoned leaders.

**Training Duration:** The training extends over a period of 6 months, consisting of weekly sessions of 3 hours each, as well as practical work and individual projects to be completed outside of class sessions.

**Certification:** Participants will receive an Executive Certificate in Strategic Leadership issued by **Oxford Ethsun Institute** upon successful completion of the training, attesting to their acquisition of the skills and knowledge necessary to excel as strategic leaders in their professional field.