

The Director as Strategic Leader

Cranfield
School of
Management



The Director as Strategic Leader

The Director as Strategic Leader programme is designed to provide you with knowledge and techniques that will enable you to determine a clear, strategic direction for your organisation and implement strategic actions. It will help you better understand the corporate dynamics of top management teams and allow you to constructively reflect on your personal approach to leadership.

Approach

The programme includes a combination of theory and real-world practical sessions. Group work will feature throughout the programme, giving you the opportunity to share your experiences and ideas. Special care is given to customise original content to suit the needs of each group of participants and create clear linkages and take aways that cut across all elements of the programme.

Who is the programme for?

Chief executives, directors and senior managers from all types of organisations and industry sectors.

The major criterion for attending this programme is that you have, or will shortly assume, strategic responsibility for an organisation or company division.

What you will gain from this programme:

A set of implementable initiatives which progress both your organisation's strategic development and your personal leadership agendas.

The opportunity to reflect on your own challenges as a leader and how you can exercise strategic leadership within your organisation.

What your organisation will gain:

Insights into strategic thinking and associated techniques to address the questions that keep leaders awake at night.

Greater appreciation of the big picture issues and how to address them effectively.

New thinking on leadership and resilience in times of great uncertainty.



To book contact:

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For more information visit:

www.cranfield.ac.uk/som/dasl



About the programme

This intensive programme is delivered over a six day residential period through a combination of theory, case studies and relevant real world experience. The Director as Strategic Leader programme provides implementable and effective tools and frameworks to help determine a clear strategic direction for your organisation.

Participants are encouraged to share their ideas and experiences, contributing to the group activities which take place throughout the week.

The programme is designed to reprogram individuals' strategic thinking and leadership behaviour; explore cognitive preferences and leadership style to reach even higher levels of performance.

This programme has helped participants and organisations to develop for more than 28 years, by continuously adapting and focusing on the changing needs of strategic leadership.

www.cranfield.ac.uk/som/dasl

Previous attendees include:

- East London NHS Foundation Trust.
- HSS Hire.
- John Lewis.
- Mackays Stores Ltd.
- Maxxium UK Ltd.
- Molnlycke Health Care ABS.
- Ornua (Irish Dairy Board).
- Red Funnel Group.
- The Royal Bank of Scotland.
- The Scottish Parliament.
- Union Bank of Nigeria.



"The programme has helped me pay more attention to raising the responsibility levels of senior team members to deal with higher level day-to-day issues, allowing me to concentrate on strategy."

Debbie Perry.

Chief Executive, Balinor Group Holdings Ltd

Programme details

Core content covered:

- Strategic thinking at a corporate level.
- Leading strategic renewal and business model innovation.
- Identifying your organisation's development needs.
- Strategic leadership in the private, public and not-for-profit context.
- Navigating due diligence, corporate finance, private equity, corporate governance and the market for corporate control.
- Assessing the systemic nature of strategic interventions and the management of change.
- Understanding the nature of authority and power in strategic leadership.
- Your leadership journey: how it shapes you and how you can shape it.

Fees

All our executive programme fees include tuition, course materials and accommodation (where applicable). For current fees please visit our website. For Cranfield Alumni we offer a 25% discount on the course fee, and we also offer a discount to research club members. Please ask at time of booking.

Six days, residential

Programme starts on Sunday evening and finishes on Friday afternoon.

Day one

- Programme and personal introduction.
- Attention to adaptation.
- Project kick off.
- Case exercise.

Day two

- Strategic thinking.
- Corporate strategy.
- Application syndicates.
- 'Worst case' study.

Day three

- Self leadership.
- Resilience.
- Application syndicates.
- Decision making simulation.

Day four

- Leadership.
- New leadership thinking.
- Application syndicates.
- Evening activity.

Day five

- Coopetition.
- Navigating corporate governance.
- Application syndicates.
- Leadership, learning and careers.

Day six

- Project presentations.
- Leading strategic renewal.
- Next steps.
- Business model innovation.

Programme team



Programme Director

Professor Patrick Reinmoeller Professor of Strategic Management

Patrick's research interests include strategic capabilities, knowledge and innovation and international strategy, with his current projects focused on raising organisational awareness and resilience and on improving the practice of strategic decision making. He has published in leading US, European and Asian journals. Having won several awards for excellence in design and delivery of international programmes, Patrick has taught and consulted with many of the world's leading internationals.

Patrick's areas of expertise include:

- Strategy development and implementation.
- Internationalisation strategy.
- Strategic renewal and change management.
- Knowledge creation and design thinking.

Additional contributors

Mikko Arevuo

Carmine Basile

Professor Ruth Bender

Dr Arnoud Franken

Professor David Grayson CBE

Dr Stephanie Hussels

Professor Mark Jenkins

Professor Andrew Kakabadse

Professor Elisabeth Kelan

Professor Donna Ladkin

Dr Andrea Moro

Dr Jutta Tobias

Professor Kim Turnbull James

Additional contributors subject to change.

The Cranfield learning environment

Our Executive Programmes are held at the Cranfield Management Development Centre.

Taking care of your every need

We understand that development doesn't only happen in the lecture room. That is why the Cranfield Management Development Centre provides inviting lounge areas where you can network with your colleagues, restaurants that allow conversation to flow easily as you enjoy the excellent cuisine, and fitness facilities, including a swimming pool, sauna and exercise room, to relax and invigorate you at the end of the day.

A home from home

After a hard day's learning, lie back and relax in one of the 186 modern en-suite bedrooms, all of which are designed to make you feel at home. The amenities include free Wi-Fi, Freeview television, a great working area with appropriate light and desk space and a music centre to help you unwind.



Location

How to find us

Cranfield School of Management is located about halfway between London and Birmingham, and on the outskirts of Milton Keynes. Junctions 13 and 14 of the M1 are five minutes away and Milton Keynes railway station is 20 minutes by taxi. London Luton, Stansted and Heathrow airports are 30, 90 and 90 minutes respectively by car, offering superb connections.



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