

Executive Strategy & Management

Course Overview

Executive Strategy & Management is designed to help executives and senior managers develop a well formed organizational strategy and other essential documents and plans for success. At the end of the course, students will be able to develop a real-world strategy document for their organization and possess the elements necessary to put this plan into action.

<u>Course Introduction</u>	3m
Course Introduction	

<u>Section 01 - The Basics of Project Management</u>	42m
---	-----

The Basics of Project Management	
What is Project Management?	
Projects vs. Operations	
The First Rule of Projects	
The Triple Constraints	
The Facts	
What Knowledge Do You Need?	
Certification	
What Is Project Management All About?	
So How Does An Organization Attain Predictable Results?	
Project Boundaries	
The Spectrum Diagram	
PMBOK® Guide Knowledge Areas	
Every Project Should Have	
The Major Project Documents	
The Project Charter	
The Statement of Work	
The Project Management Plan	
The Project Data Sheet (PDS)	
The Reporting Information Flow	
The Basic Planning Steps	

<u>Section 02 - The Keys to Success</u>	21m
--	-----

The Keys to Success	
Why Projects Fail	
Performance & Maturity	
Elevation Equals Performance	

Performance
The Big Ideas
What Causes Delays

Section 03 - Strategy Basics

49m

Strategy Basics
The Value of Organizations
Financial Measures, Why They Fail
Barriers to Implementing Strategy
The Balanced Scorecard
Roles & Responsibilities
Terms
A Sample Strategy Map
The Balanced Scorecard For Profit
The Nonprofit Balanced Scorecard
The Customer Perspective
The Internal Process Perspective
The Financial Perspective
The Employee Learning & Growth Perspective
Deciding Who Should Implement
Mission, Values, Vision & Strategy
5 Key Questions For Change
The Mission Statement
Gast's Law
Core Values – Key Questions
Concluding Thoughts
Six Things to Do When You Get Home
You Must Invert The Pyramid
Course Closure

Total Duration: 1h 55m