



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





Build excellent public relations

Objectives

- This intensive training course aims to provide participants in all organizational units with a coherent set of leadership skills necessary to build excellence institutions.
- After completing the course, each participant will be able to learn and practice the following leadership tasks
- Define specifications and leadership personality capable of dealing with contemporary regulatory and competitive challenges
- Identify a clear future direction for the organization and its organizational units including leadership vision and values
- Identify the organization's mission and strategic priorities based on a realistic analysis of the situation inside and outside the institution
- Develop and design a competitive strategy that will keep the institution alive and strive to develop it despite the challenges and pressures
- Motivate employees and exploit their creative potential through effective performance programs
- Choose the strategies that will enhance the competitive position of the organization and give it the flexibility and ability to grow continuously
- Identify a set of performance criteria and follow a scientific methodology in measuring the performance of the organization and organizational units
- All these objectives will be achieved through intensive workshops and direct contribution to each participant
- Participants will also be able to identify the appropriate strategic direction for their organizations and organizational units and formulate a future vision capable of mobilizing human resources to work towards achieving them.

Who Should Attend?

- Team leaders and supervisors
- Directors and Heads of Departments
- Executives
- Employees of the administrative sector
- Secretary and office supervisors
- Team leaders and professionals



Seminar Outline

DAY 1

- Of the contemporary concept of strategic leadership
- Challenges and opportunities for executive leaders
- Core roles of strategic leader
- Types of Institutional Excellence Leaders (Workshop)

DAY 2

- The importance and role of the leader in the planning process
- Leading dimensions of strategic planning
- Modern Strategic Planning Standards
- Strategic Planning Methodology
- Components of the Strategic Plan (Workshop)

DAY 3

- Determination of direction: the central task of leadership
- To crystallize the leadership vision of the institution and its employees
- Connect the vision and tighten the support and support it
- Drafting the Higher Mission of the Foundation (Workshop)
- Consolidation of common values and concepts

DAY 4

- What is the strategy and what is the strategic track?
- The prevailing illusions about competition and competitors
- Characteristics and Elements of Strategic Alternatives
- Evaluate and identify alternatives and options available
- Strategy design and task and resource allocation (workshop)

DAY 5

- Challenges for the effective implementation of the Strategic Plan
- Remove cultural and organizational constraints
- Determination of Performance Levels and Measures (Workshop)
- Adjust, modify and renew performance indicators
- Mainstreaming Measurement and Self-Assessment Practices (Workshop)



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