



EUROPEAN
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UNIVERSITY

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LEADERSHIP STRATEGY FOR EXECUTIVES: A CROSS-CULTURAL APPROACH

October 24 & 25, 2018
Avenue Hoche 75008 Paris, France

TRAINING PROGRAMME OVERVIEW

This two-day training programme covers leading the deployment of sustainable strategy for an organisation, part of a large organisation, or its value chain. It approaches sustainability strategy with business strategies and the planning, communication and deployment of the strategy in a disruptive global business environment.

EXPERT FACILITATOR

Dr. Didier M. Delaval

Founder of several ventures in Asia since 1995, Didier has an international executive experience of 35 years in Europe, the USA and Australasia.

He has a proven track record and expertise in international law, negotiations, projects management, supply chain management, value chain development, based on multi sectorial experiences with the mechanical, aerospace, navigation, environment, fisheries, agro-food and vocational education industries.

His involvement in international business management and leadership goes back to 1978 with a French management consulting firm, then with the French mechanical, engineering and aerospace sectors. Along his career, Didier has been part of large industrial turnkey project teams in Asia, the USA, Europe.

Based in Asia since 1991, originally for a French Aerospace Export Agency, he has directed numerous industrial and educational projects. Co - founder of several start-ups in Asia since 1995, he is the Leading partner in Strategic Network and Development Ltd, a management consulting company with projects around APAC (<https://www.linkedin.com/company/strategic-network-and-development-ltd/>) Passionate with education and talents development, he is also an experienced lecturer with several universities and business schools in France, Thailand and China. He is the Directors of Academics with the European International University (EIU-Paris) in France.



KEYWORDS

Strategy, Cross Cultural Approach, Strategic Models, Innovation, Disruption, Robust Business Mode, Agile Strategy, Strategic Leadership



TRAINING PROGRAMME OUTLINE

Introduction

1. Executive Strategy is thinking differently from others
2. Operating Strategy is about Acting differently from rivals
3. Think Strategically
 - Models
 - MECE

Define Your Strategy

1. Levels of Strategy
 - The Big Picture – Corporate Strategy
 - From Vision to Strategy
 - Business model – Robust Strategy
2. Traditional useful strategic models
 - Life Cycle
 - Business – product cycle
 - BCG Matrix
 - Mc Kinsey 7S Framework
 - Traditional Models
 - Internal External Factors
 - Various Matrixes (the “Student Model”)
 - The “All in One” Process Model
 - The Strategic Statement
3. Competitive advantage
 - Resource based
 - Market based
 - Value Chain Analysis

Refine Your Strategy

1. Cross Cultural Approach
 - The global environment
 - Value differences
 - The Scenario Planning
2. Scenario Planning
 - Alternative Strategies
 - Robust Strategy
 - Agile Strategy - Features - Phases
 - Blue Ocean Strategy



Execute Your Strategy

1. Communicate your strategy
 - Strategic Leadership Across Culture
 - Multiple Intelligences
 - Leadership Styles
2. Strive through Disruptions
 - Innovation
 - Challenge the Status Quo

Closing

Strategic Leadership across culture: Develop “Rebel Talents Style Leadership”

SESSIONS DELIVERY METHODS

- Self-discovery and critique
- Group exploration and facilitator led discussions
- Practical exercises
- Best practice theory exploration

EVALUATION CRITERIA

Participants must have attended at least 80% of the training sessions in order to receive the PROFESSIONAL CERTIFICATE from the European International University (EIU-Paris).



European International University, EIU – Paris

Registration at RCS No.: 839 980 851 R.C.S. Paris on 29 May 2018

PROFESSIONAL CERTIFICATE

AWARDED TO

Christian Manaoat

ON

24 July, 2018

FOR SUCCESSFULLY COMPLETING INTENSIVE TRAINING ON

ANGER MANAGEMENT

10 ECTS (250 HOURS EQUIVALENT)

COMPRISING OF THE FOLLOWING MODULES:

- Module 1: Anger Anatomy
- Module 2: The Anger Management Skill Set
- Module 3: The Anger Management Process
- Module 4: Handling Anger in Others

GRADE

78% - First Division

PRESIDENT



SPECIAL FEATURES YOU WON'T FIND ANYWHERE ELSE . . .

Discussions are based on extensive practical experience, not just theory. Engaging interactions characterize the training session from start till the end, keeping everyone hooked to the learning process, and applying what is learned to real-life work situations and circumstances. Collaborative work is assigned for enhance learning and mastery of knowledge and/or skills.

TRAINING FEE

1,999 Euro per person – includes 2-Day training sessions, professional certification, basic stationary, training materials, tea/coffee breaks, and working lunches.

Note: EIU-Paris confers Nationally Recognized and Internationally Accredited Professional Certification. EIU-Paris Professional Training programmes are duly accredited at by the Accreditation Service for International Schools, Colleges and Universities, ASIC (UK) – a U.K. Government-Recognized Accreditation Body

TO ENROL, PLEASE CONTACT – director@eiu.ac or whatapp +66891152450

Early Bird Fee: **1,499 Euro per person only** – Valid until September 15, 2018

<https://eiu.ac/registration/>

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