

MEGA Learning

The program helps your management team to develop and practice the business skills needed to build global leadership.

It presents a business simulation in which some firms can greatly improve their competitive resources and their results by being focused, flexible and fast.

The learning objectives include:

- The building and managing of profitable alliances
- The ability to adapt to fast-changing environment such as:
 - business climate in the different regions of the world
 - customer structures and requirements
 - products evolving through their life cycles
- The optimisation of restructuring cost to transform and achieve global leadership

Who should attend ?

All executives and senior managers whose involvement is critical to the implementation of strategic alliances. Top teams who are responsible for designing and implementing important changes in company strategy.

Global Leadership

Content

This course uniquely integrates lectures to introduce business concepts, role-play in team negotiation exercises and a business simulation aimed at reinforcing by action learning the concepts introduced:

Setting directions and getting results

thinking strategically and integrating the threats and opportunities of alliances, changes and global competition. Managing profit and cash-flow.

Building Alliances

creating a sustainable competitive advantage by forming profitable alliances and optimising product differentiation and cost

Managing Changes

adapting the processes to customers' changes and technological break-through

Benefits

- Sharpen strategic reflexes to better seize global opportunities
- Identify the sources of global competitive advantage and incorporate it in the formulation of the strategy
- Adapt faster to change and lead their company transformation
- Better evaluate strategic alliances and make it happen without being burned
- Learn how to apply the methods of win-win negotiation

Logistics

Participants will work in teams, each representing the management of a firm, all competing for the same markets. It requires intensive participation, as it involves action learning. "Global Leadership" requires 4 to 5 days to complete.

24 to 100 individuals can take part in one session.