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| **DIRECTING STRATEGY: THE BOARD’S ROLEToolkit for Directors to Develop Effective Company Strategy and Direction** |
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| Overview |
| This Program addresses the fundamental role of all directors and boards - setting the strategic direction of the organization. It examines the issues, practices and processes that contribute to achieving successful strategic leadership. It also provides directors with the knowledge and understanding to help improve their board and deals with the formulation and implementation of corporate business strategies. The Program examines what is “good strategy”, as well the practices and processes that contribute to successful strategy development. A powerful strategy makes a powerful competitor. And in today's hyper-competitive marketplace, a company must be a powerful competitor to survive. But what are the ingredients of a good strategy—and what are the most effective methods for implementing that strategy? This Program prepares Directors to anticipate and respond to the accelerating pace of global competition and technological innovation. Through case studies and current research findings, Directors analyze companies that have turned cutting-edge strategy into extraordinary success. What makes this program so invaluable is that it gives business leaders the opportunity to formulate action plans specific to their own companies. |
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| Program Objective |
| Understand the role and responsibility of the Board of Directors in strategic thinking and analysis, strategic choice and in the implementation of strategy |
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| Key Benefits |
| **Upon the completion of this program you will gain:** - The role of the board in setting strategy and monitoring performance. - Overview of strategic management processes from a corporate governance perspective. - Demystifying strategic thinking: The key ideas and approaches to strategic direction. - Using strategy to gain strategic advantage, reduce risk and avoid personal liability. - An opportunity to discuss and try out ideas with other directors before taking them back to your organisation. - Hear real examples of what works and what doesn't. - An expert perspective in a risk-free environment.  |
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| Program Outlines |
| - The Board’s role in developing “good” strategy.- Preparing the Board for strategic readiness. - Developing a Director’s strategic frame of mind. - Best practices and processes of the Board for successful strategic breakthroughs. - Thinking six steps ahead of the competitor’s Board in the market. - The Board’s role in directing strategic implementation. - How Directors communicate and monitor the company’s strategy.  |
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| Target Audience |
| Chairmen, Managing Directors, CEOs, CFOs, COOs, Executive and non-executive directors including owner-managed companies, newly appointed directors or those seeking appointment to the role. Suitable for directors unfamiliar with recent techniques for providing strategic direction.  |
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| **Session Date:**13, 14, 15 Nov 2012 **Registration Deadline:**Wednesday, 7 November 2012 **Timing:**From 9:00 AM to 16:00 PM **Location:**RITI Premises, Zamalek, Cairo. |
| **About the Speaker****Mr. Martin Testa**Chairman of Nobel Mantrich Services & Instructor with international experience and is selected on his specialist knowledge, director experience and facilitation skills  |

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