

# STRATEGIC LEADERSHIP WORKSHOP

Learn the Skills Needed to Lead Any Business Function



Strategy  
Generation  
Company

*Leadership is not a test; it's a set of skills that must be constantly observed, taught, emulated, and honed.*

Many new business leaders are promoted into their positions based on some combination of their past performance and their current knowledge. But true success in leadership requires characteristics that most newer managers haven't had a chance to fully develop – which is why it's imperative that they be taught these fundamental skills prior to being “tested” on the job.

Our Strategic Leadership Workshop is designed to teach new and emerging leaders the fundamental soft and hard skills they need to fully succeed in their roles. This not only leads to strategic success for those companies that fully invest in their leaders, but also for personal career success for those leaders who are willing to fully invest in themselves.



## WHO IS IT FOR?

Product Managers  
Product Leaders  
Business Leaders



## “SOFT” LEADERSHIP SKILLS

The first part of the workshop focuses on the key traits and characteristics that all successful leaders must adopt. These skills have been identified based on real feedback that we've collected from thousands of business practitioners in companies around the globe.

## “HARD” LEADERSHIP SKILLS

The next part of the workshop focuses on the foundational knowledge that leaders must possess in order to be successful in their roles. This includes having a firm understanding of business finance, business operations, and any specialty domain knowledge that may be required.

## CONTENTS

### “SOFT” SKILL DEVELOPMENT

- Vision
- Trust
- Clarity
- Communication
- Empathy
- Passion

### “HARD” SKILL DEVELOPMENT

- Financial Acumen
- Business Acumen
- Domain Expertise

### LEADERSHIP SKILLS ASSESSMENT

- Leadership Self-Assessment
- Strategic Leadership Meter

## INFORMATION

### FORMAT

- 12 hours of live virtual instruction delivered over 3 half-day sessions
- Designed for between 8 and 12 participants
- **Customized versions also available**

### MATERIALS

- Digital workbook and framework
- Access to our exclusive **Leadership Self-Assessment** tool

### CONTENT BREAKDOWN

- ~50% Group Instruction
- ~50% Exercises and Discussion

## OUR TRAINING PROGRAMS

### STRATEGIC PLANNING WORKSHOPS



Strategy  
Generation



Business Case  
Development



Go-To-Market  
Planning



Life Cycle  
Planning

### STRATEGIC SKILL DEVELOPMENT



Strategic  
Thinking



Strategic  
Leadership



Strategic  
Storytelling



Voice Of  
Customer



Strategy  
Generation  
Company

Strategy Generation Company offers training, coaching, and inspiration for product and business leaders.

We focus on helping both groups and individuals tap into their own creativity, generate new strategic ideas, and develop the basic skills needed to succeed in strategic business environments. Contact us today to learn more!