

## EXECUTIVE DEVELOPMENT INSTITUTE

### ***Strategy Formulation, Implementation and Measurement***

- Assessing the global forces that are changing the business landscape
- Formulating and evaluating strategic options
- Using core capabilities to create sustainable competitive advantage

### ***Managerial Leadership and Effective Change Management***

- Executing strategy through people
- Using compensation to drive competitiveness and metrics to enhance performance
- Leading change through the productive use of power, influence and conflict management skills
- Managing change through the effective use of negotiating and decision-making skills

### ***Strategic Financial Management***

- Understanding the strategic significance of financial information
- Utilizing strategic risk management and corporate governance tools
- Managing capital budgets

### ***Managerial Financial Analysis***

- Understanding and interpreting financial statements
- Evaluating financial performance and related cash flows
- Understanding cost structure and the management of costs in budgeting, planning and control
- Using financial information for strategic decisions and the management of scarce resources

### ***Effective Marketing and the Delivery of Service Excellence***

- Understanding the organizational implications of a “market orientation”
- Discovering how marketing creates shareholder value
- Developing a customer focus
- Converting knowledge about customers into strategy

### ***Strategic Management of Operations***

- Identifying high-level operational strategies
- Understanding production processes and their strategic role
- Applying operations management lessons to business units in need of quality and productivity improvement

Questions- please call 1-800-UNC-EXEC