

The INSEAD logo is a green circle containing the word "INSEAD" in white, serif, all-caps font. A thin white horizontal line is positioned below the text.

INSEAD

Executive
Education



مؤسسة الكويت للتقدم العلمي
Kuwait Foundation for the Advancement of Sciences

KFAS Executive Strategy Programme

Strategy is fundamental to the performance, direction and vision of the organisation. Yet, the term strategy is used widely and for so many reasons that at times it threatens to lose all meaning.

Strategy is also something that is very difficult to execute, with failure rates being very high. Yet, strategy is something managers will inevitably be faced with at some point in their careers.

So, just what do we mean when we speak of strategy and how do managers plan it and execute it effectively?

In this three day programme, we will attempt to answer these questions and many more.

From helping participants become effective "change agents" and developing skills in devising and executing a change strategy to the extra demands strategic thinking places on managers and leaders, you will leave the programme with greater confidence and the tools and knowledge to devise strategy and enact change successfully.

Key benefits

- Gain an understanding of the practical implications of implementing change in organisations
- Become a more efficient "change agent" and learn how to use organisational change initiatives appropriately
- Develop your skills in devising and executing a change strategy that sustains momentum for change in the face of predictable setbacks
- Be able to distinguish strategic from other types of decisions or actions and understand the impact of goals on strategic plans
- Ascertain major variables which drive overall value creation in an industry
- Develop a deeper and shared understanding of strategy concepts
- Identify the major trade offs associated with strategy differences among firms and its implications for value creation for different customers
- Better recognise and manage the limits of strategic plans and the value of flexibility during implementation.

Participant profile

Participants of this highly selective programme are Kuwaiti Nationals working in the Private and Public sector. Targeted positions are Senior Leaders, General Managers, CEOs, Senior Executives, Executive Managers and Assistant General Managers. Participants hold top-level positions and are in the mature phase of their careers. They will typically have a minimum of seven years of managerial experience.

The Business School
for the World®

Programme content

A framework for Leadership Development and a Beginning

Enacting change is one of the most difficult tasks faced by today's manager and historically a domain where one could only learn by reflecting on prior mistakes.

Using an INSEAD developed computer simulation, you will test your skills at managing organisational change and will provide you with an opportunity to apply the principles of change to a real-world scenario and see the results.

Strategy Overview: What is "Strategic Thinking?"

The term strategy is used widely and for so many reasons that at times it threatens to lose all meaning.

In this session, we will make its meaning more precise and its importance clear. We will emphasise the importance of "goals" or some desired future as an essential starting point. Then we will discuss the uses of strategic plans in communicating with internal and external stakeholders and in establishing commitments.

Strategic Value Creation: Competitive Advantage, Platforms and Performance

In this session we will begin with an overview of some of the reasons why limited resources can produce vastly different performances depending on the resources are combined and applied.

We will also emphasise the importance of recognising and assessing tradeoffs as well as address the subtle issue of "special" organisational qualities that can create greater value.

Leading (Strategic) Change: Execution in Practice

Prominent among sources of difficulties for strategic change are individual and group characteristics that may be incompatible with a strategic programme of change.

Regardless of how organisations need to be altered, digital technologies require people to change. We know from our individual experiences that this will not be easy.

In this session we will use an INSEAD developed computer simulation designed to challenge and develop skills at managing the process of an organisational change.

The simulation provides an opportunity to apply the principles of change to a real world scenario applied to AI and to see the results.

Implementing and Evolving Strategic Initiatives

Executing a new strategy is difficult. A plethora of studies that suggest that the failure rate of new strategies is very high and that suggest poor execution is often a root cause. In this session, we will introduce concepts useful for executing strategy and encourage reflection on and discussion of how strategy execution may be improved.

We will also discuss how managers can execute strategy effectively by maintaining the needed balance between focus on carrying out the plan and responding to signals for change from both inside and outside the organisation.

Programme director



Neil Jones

Senior Affiliate Professor of Strategy

Dates and Location

19-21 September 2023, Kuwait

Registration

Deadline to register 31st August 2023

https://kfas.formstack.com/forms/strategy_program

Contact us

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