

# AMA2501: DEVELOPING EXECUTIVE LEADERSHIP

Course Code: 2566

Learn what it takes to make the transition to executive leadership.

When you're focused on your organization's future every day of every workweek, it's vital that you are well equipped to optimize your company's performance—as well as your own career—with executive leadership training.

What does it mean to be an executive leader? It means you're a visionary, a trailblazer, a strategist, a communicator, a coach, a diplomat and a politician. Pride, commitment and camaraderie. Those are the words you describe your team. You're able to focus on the big picture and uphold high standards while wearing many hats. We know it takes laser-precise vision to be an executive leader. Join your peers in this course to craft your own leadership style, build an extraordinary team and master the competencies of effective executive leadership.

## What You'll Learn

### **Your Leadership Journey**

- Exploring your leadership challenges and core leadership beliefs
- Differentiating between management and leadership
- Identifying and practicing leadership requirements for the 21st century

### **Developing Strategic Leadership and Passionate Purpose**

- Understanding the “big picture” of organizational strategy
- Planning and prioritizing to secure time for strategy implementation
- Guiding success by crafting your power vision statement
- Practicing communicating your strategy to empower others

### **Leveraging Your Professional and Executive Effectiveness**

- Mastering techniques of self-management and personal productivity
- Enhancing your emotional intelligence to set yourself apart as a high-performing executive
- Developing the skills to manage your emotions as you foster relationships
- Recognizing the emotions of others and responding to their emotional needs

### **Developing the Talents of Others**

- Becoming intentional in supporting others to become self-reliant problem

solvers

- Assessing the ability and willingness of individuals and teams to accomplish tasks and goals
- Coaching and inspiring your people to higher levels of performance

### **Aligning Organizational Culture with Strategy**

- Shaping your organizational culture as a strategic leadership practice
- Creating intrinsic rewards that drive engagement and satisfaction
- Aligning your core authentic personal values with the values of your organization
- Addressing the challenges of ethics and ethical decision making
- Fostering mutual trust and respect throughout your sphere of influence

### **Learning the Art and Science of Inspirational Leadership**

- Creating an environment that thrives on idea sharing and collaboration
- Assessing how your current practices and leadership style motivate and demotivate others
- Customizing reward and recognition (onsite and virtually) for your people to increase commitment, pride and camaraderie

### **Creating Your Executive Leadership Development**

- Identifying, prioritizing and creating a roadmap to implement the skills, tools and actions learned
- Leveraging your strengths to further develop yourself as a high-performing executive

**Pre-work:** Skill Assessment and Strategic Leadership Type Indicator. It is essential that you complete the pre-work and bring your results to class.

### **Who Needs to Attend**

This seminar is designed to provide executive leadership training for midlevel managers or executives who lead others with managerial responsibility. It will benefit executives who require strong decision-making skills and the ability to lead and motivate others.

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CLASSROOM LIVE

\$4,155 CAD

3 Day

## Classroom Live Outline

### Learning Objectives

- Identify and Begin to Address Your Leadership Challenges
- Analyze the Results of Your Self-Assessment Strengths and Development Needs
- Relate the Components of Strategic Leadership to Your Organization
- Assess Your Emotional Intelligence and its Impact on Your Leadership potential
- Understand and Apply the Concepts of Strategic Leadership
- Coach Employees Toward Improved Performance
- Discover Your Personal Values and Ethics and Their Influence on Your Leadership
- Identify and Apply Practices That Influence Motivation and Engagement
- Assess the Culture of Your Organization.
- Apply Techniques of Inspirational Leaders
- Create a Personal Development Plan to Bolster Your Executive Performance

### LESSON ONE

#### My Leadership Journey

- Identify Your Most Important Leadership Challenges and Gain Insights on How to Address Those Challenges
- Describe the AMA's Total Professional Model and Leader Level Competencies
- Identify Your Strengths and Development Needs Based on AMA's Leader Level Competencies
- Evaluate the Relationships Between Your Leadership Challenges and Your Assessment Results

#### Strategic Leadership, Part 1

- Describe Leadership and Management Behaviors
- Define the Elements of Strategic Leadership and a Strategic Plan
- Specify Your Mission, Vision, and Values
- Apply Strategies of Goal Setting to Set Goals That Can be Accomplished
- Explain the Significance of Prioritization

## **LESSON TWO**

### **Strategic Leadership, Part 2**

#### **Professional Effectiveness**

- Define Emotional Intelligence (E.I.) and its Importance
- Identify Your E.I. Strengths and Development Needs
- Apply Techniques/Practices to Develop Your Emotional Intelligence
- Explain Your Strategy for Professional Effectiveness and Demonstrate it By Practicing Positive Communication and Presence Skills
- Describe How to Align the Culture of Your Team with Your Strategy

#### **Developing the Talent of Others, Part 1**

- Identify the Relationships Between Work Environment and Individual Factors of Performance
- Compare the Relationships Between Strategy and Individual Performance

## **LESSON THREE**

### **Developing the Talent of Others, Part 2**

- Identify the Relationships Between Work Environment and Individual Factors of Performance
- Compare the Relationships Between Strategy and Individual Performance
- Apply Strategic Leadership Skills to Develop Team Members
- Practice a Coaching Process to Support Self-Reliant Problem-Solving

#### **Aligning Organizational Culture and Engagement with Strategy, Part 1**

- Explain the Importance of Shaping Organizational Culture
- Analyze the Culture of Your Organization or Team
- Examine the Alignment of Your Personal Values with the Values of Your Organization
- Identify the Types of Organizational Cultures and Their Influence on Members

## **LESSON FOUR**

### **Aligning Organizational Culture and Engagement with Strategy, Part 2**

- Describe the Importance of Leading an Ethical Organizational Culture
- Select Practices to Create and Maintain Trust with Your Team Members

#### **The Art and Science of Inspirational Leadership**

- Describe the Relationship Between Leadership and Employee Engagement
- Create and Share a Personal Crest That Describes Your Authentic Leadership Attributes
- Identify Actions That Create a More Motivating Workplace
- Differentiate Between Recognition and Reward Practices Based on the Personal Preferences of Others

## **Leadership Development Plans**

- Prepare and Plan for Your Continued Leadership Development
- Complete and Receive Feedback on Your Leadership Development Plan

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VIRTUAL CLASSROOM LIVE

\$4,155 CAD

4 Day

## Virtual Classroom Live Outline

### Learning Objectives

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- Analyze the Results of Your Self-Assessment Strengths and Development Needs
- Relate the Components of Strategic Leadership to Your Organization
- Assess Your Emotional Intelligence and its Impact on Your Leadership potential
- Understand and Apply the Concepts of Strategic Leadership
- Coach Employees Toward Improved Performance
- Discover Your Personal Values and Ethics and Their Influence on Your Leadership
- Identify and Apply Practices That Influence Motivation and Engagement
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- Explain the Significance of Prioritization

## **LESSON TWO**

### **Strategic Leadership, Part 2**

#### **Professional Effectiveness**

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Mar 2 - 4, 2026 | 9:00 AM - 5:00 PM EST

May 6 - 8, 2026 | 9:00 AM - 5:00 PM EDT

May 18 - 20, 2026 | 9:00 AM - 5:00 PM EDT

Jun 10 - 12, 2026 | 10:00 AM - 6:00 PM EDT

Jul 6 - 8, 2026 | 10:00 AM - 6:00 PM EDT

Jul 20 - 22, 2026 | 9:00 AM - 5:00 PM EDT

Aug 10 - 12, 2026 | 9:00 AM - 5:00 PM EDT

Sep 23 - 25, 2026 | 10:00 AM - 6:00 PM EDT

Oct 7 - 9, 2026 | 9:00 AM - 5:00 PM EDT

Nov 16 - 18, 2026 | 9:00 AM - 5:00 PM EST





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PRIVATE GROUP TRAINING

3 Day

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