

Modern Marketing Strategy with Blue Ocean



Leadership, better defined as the ability of an individual to influence, motivate and enable others to contribute toward the effectiveness and succession of the organizations, of which they are members. Leadership is the ability of an individual to set an example for others and lead from the front. It is an attitude that influences the environment around colleagues.

Objectives

- To equip the participants with high quality of leading abilities in different aspects like decisions making, leading followers to reach the final destination, managing interpersonal relationship, etc.
- To turn participants into great leaders

Target Audience

- Staffs and other parties who are interested in improving their leadership and relationship between themselves and their followers

Details

- Categories and types of leadership
- Principle of leadership
- Innovation Leadership
- Scope of Leadership
- Factors to determine a effective leadership
- Leadership and vision

Methodology

- Presentation and experience sharing

Venue

- ACI training centre