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## **CEO & SENIOR EXECUTIVE SEMINAR**

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**Theme: *Sustaining Leadership in Challenging Times***



**Date: 3<sup>rd</sup> September, 2020**

**Time: 8:00am – 5:00pm**

**Venue: Radisson Blu Hotel, Aberdeen, Freetown**

**Cost of Participation: Please Read Page 3 of this Brochure**

**Registration Deadline: 28<sup>th</sup> August, 2020**

**Discounts: 10% discounts apply if more than 5 people register from the same organisation or company**

### **COURSE OVERVIEW**

This compact, customised, leadership-oriented 1-day seminar will give decision-makers the latest insights, and valuable new ideas, about success-oriented management of modern organisations and public institutions. Well-founded, practical and result-oriented. This training program is packed with techniques for improving the most essential aspects of strategic leadership. How to make your company/organisation fit for tomorrow is what our 1-day CEO & Senior Executive Seminar is all about. And it is specifically designed for CEOs, Executive Directors, Directors, Board Members, Senior Executives and General Managers in public institutions, private companies, foundations and international and national NGOs, to perform their day to day tasks more confidently and professionally.

# **CEO & Senior Executive Seminar:**

## ***Sustaining Leadership in Challenging Times***

### **Background**

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One thing that differentiates leaders from everyone else is their ability to look beyond today's challenges and set a positive tone for future success. This is not just putting a positive spin on gloomy news – this is seeing the possibility of future success and leading people there.

As leaders can you use challenging times to motivate your employees to do even more to succeed. It is normal for people to focus on the negative – a leader needs to look beyond the hood of the car and the potholes of today – towards the horizons of tomorrow.

It may be that because of business conditions, some other companies may need to downsize slightly. Many managers and business owners will acknowledge that scaling your business down should be done sooner rather than later. And while that may strike people as painful and uncaring, the business needs to survive in order to grow.

The key is vision and communication. The leader needs to point out that if the organisation focuses on doing the little things well, it can achieve even greater success in the future. Get your people together – acknowledge that things are tough and use it as a rallying point. For example if you are in the hospitality business, your team needs to bring joy to customers to distract them from the reality of life. And by being fun and positive, customers will be more attracted to your business.

If your business or organisation is going through tough times, then you will need to make some difficult decisions in the short term – take action and then focus the people you have left on getting more business, being creative and innovative. Be sure to highlight every positive occurrence and celebrate every success.

For those leaders, directors and senior managers who want to take on the challenges and become great leaders, they should join us at the CEO & Senior Executive Seminar on 3<sup>th</sup> September, 2020.

### **Description**

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What does modern, future-oriented management look like? Companies and organisations face new challenges every day, like dynamic market development, the current COVID-19 global pandemic, increasing complexity, digitalization, new communication channels, changing business conditions and much more. To deal with these successfully, and to maintain your market position in the future as well, or to even improve upon it, requires more than only solid management skills. Needed is a deep understanding of your company as a dynamic whole. Extensive knowledge of the factors that guarantee a modern company's success. The ability to develop a vision, to translate it into viable concepts and implement these smoothly. And last but not least, a skilful use of the right methods and tools to bring this about.

How to make your company/organisation fit for tomorrow is what our 1-day CEO & Senior Executive Seminar is all about. We will do a deep-dive with you into the three levels of successful management:

- Thinking strategically
- Leading authentically
- Executing decisively

Our comprehensive seminar is for senior executives with responsibility for a company/organisation or vital areas of a company or institution. It also targets Board members and senior managers who need to prepare for an executive task that entails more responsibility. You can really profit from this 1-day seminar of concentrated knowledge-transfer with high practical relevance for your everyday work. Our motto here is “From Concept to Results.”

## Who should attend

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Board of directors and senior executives and upper management, including:

- CEOs, C-level executives, directors and general managers
- Director Generals, Executive Directors, Directors of public institutions
- Board members, commissioners and Board committee members
- Company and Board Secretaries, Legal advisers and associates and partners
- Heads of executive management boards
- Managing directors, general managers, members of the management board
- Senior managers who need to prepare for a new and important position

## How you benefit

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- First-class, experienced speakers will give you the latest insights into integrated corporate management from a CEO, corporate and executive management perspective.
- You will undertake a comprehensive, detailed analysis of your own organization. What is its current status quo? How should its future look? What can, and must, be done to achieve future goals?
- You will get valuable insights into strategic management and will take usable ideas for all areas of executive management home with you.
- Examples, best practices, ideas and a guided, moderated exchange of experiences guarantee highest levels of practical knowledge and optimal application.

## Areas of focus

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### Effective Corporate Management in the Era of Global Pandemic

- Rules determining business success
- Requirements for effective management
- Putting result-achievement at the centre of your thinking and actions
- From concept to action – the amplifying effects of integrated management practiced every day
- Finding and analysing a brilliant business idea

### Strategic Management

- Modern strategic management
- Growth, productivity and profitability – how are they interrelated?
- Growth as a “must strategy” or as a “can strategy”
- Options for creating qualitative and quantitative growth

### Concepts for Ensuring Effectiveness

- How companies and organizations should function
- How they often function in reality
- How to successfully deal with complexity
- The significance of decisions when it comes to fields of business, structures and processes

### Strengths and Core Competencies as Drivers of Success and Value

- Being best somewhere or mediocre everywhere?
- Customer proximity as a core competency
- The importance of core competencies for being more successful, and for developing the value of your corporation or business

### Successful Implementation

- The role of change management
- Accelerating change
- Knowing and overcoming barriers to implementation
- Implementation as executive responsibility

### Leadership Skills

- The modern role of a leader
- Motivation theories and strategies
- Communication as core competence
- Work-life balance

## Speakers' and Trainers' Profile

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Speakers for the training seminar are leading experts and professionals holding leadership and managerial responsibilities in medium-size and large national and multinational companies and international organisations, including business and management consultants. Our speakers and trainers will come from national and international NGOs, banks and financial institutions, multilateral organisations and government institutions across Sierra Leone and abroad.

## Agenda at a Glance

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This one day event will run as follows:

- 0830 – 0900 – Networking and Registration
- 0900 – 1030 – Session
- 1030 – 1100 – Morning Tea
- 1100 – 1230 – Session
- 1230 – 1330 – Lunch
- 1330 – 1500 – Session
- 1500 – 1530 – Afternoon Tea
- 1530 – 1700 – Q&A Session

## Special Registration Discounts

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There is a **special 10% registration discount** per organisation or company if **more than five people** are participating from the same company. Please note that this opportunity expires on 28<sup>th</sup> August.

### Pricing Structure and Costs

**Regular registration:** If registered before 28<sup>th</sup> August, 2020:

- ✓ Company/Corporate entity: Le2,000,000 per person
- ✓ Public Institution or agency: Le2,000,000 per person
- ✓ Non-profit/NGO, Academia: Le2,000,000 per person

## **Entitlement of the registration fees:**

### **Delegates:**

- ✓ Access to all programme sessions;
- ✓ Event/training materials, including bag, pens and note pads;
- ✓ Printed brochures and hand outs;
- ✓ Certificate of Participation and gifts;
- ✓ Name tag/badge;
- ✓ Access to social side events, two coffee breaks, and lunch.

To register your delegation or request more information, please contact us at call +232-7614-9635 or email [info@africanconsultingcorp.com](mailto:info@africanconsultingcorp.com).

## **Seminar Format and Methodology/Approach**

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This Seminar will focus on attaining a deeper insight into the key issues of leadership development, its role in advancing effective and high performing organisations/institutions, the importance of competent leaders to drive their organisation's mission forward and the role of the managers in achieving objectives and delivering results. The interactive sessions will provide an opportunity for the participants to contribute to practical recommendations for improving leadership strategy, leadership and management development standards and help raise the profile of important leadership essentials. There will be few breaks for refreshments, roundtable discussions, media/press briefs and leadership recognition in leadership development during the Seminar.

## **Terms & Conditions: Transfer and Cancellation Policy**

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1. No refund or exchange on any booking once the booking is complete.
2. No refund can be made for 'no-show' at the event. Substitutions will be welcomed if any members of your team are unable to attend on the day.
3. The right is reserved to vary advertised programs, prices, venues, seating arrangements and audience capacity.
4. Late arrival may result in non-admittance until a suitable break in the event.
5. Audio and video recording devices are strictly prohibited.
6. Bookings may not, without the prior written consent of the ACG, be resold or offered for resale at a premium (including via online auction sites) or used for advertising, promotion or other commercial purposes (including competitions and trade promotions) or to enhance the demand for other goods or services, either by the original purchaser or any subsequent bearer. If a booking is sold or used in breach of this condition, the booking may be cancelled without a refund and the bearer of the booking may be refused admission.
7. Scalping warning: The resale of bookings in certain circumstances is governed by ticket sales legislation and may attract criminal penalties.
8. Should the seminar be cancelled, a refund will be issued.