

## The Global Approach to Leading During Crisis

*Baku (Azerbaijan)*

*15 - 19 September 2025*

UK Training

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## The Global Approach to Leading During Crisis

Code: LM28 From: 15 - 19 September 2025 City: Baku (Azerbaijan) Fees: 4400 Pound

### Introduction

We live in a changing world. Nothing is certain but uncertainty. Management, CEOs, and board members should be open & flexible enough to adapt. By adaptation, we mean strategic understanding & planning to what's happening.

This workshop is not designed for non-decision makers. This workshop is designed for leaders who have the eagle view and the ability to change and respond to change.

The recent changes in the world like unrest, pandemics, and health crises dictate new strategies and approaches to run organizations and keep to existence. So, again, those managers, leaders, CEOs, and board members, have to master new comprehension & skills in terms of strategic planning, crisis management, media communication during a crisis, and the adaptation of technology to survive.

### Course Objectives

- Apply strategic thinking to analyze their current environment and determine their organizational ambition after the crisis.
- Assess and choose strategies that create a sustainable competitive advantage for the organization.
- Convert strategic plans to operating plans by turning threats into opportunities.
- The use of the Internet and remote management during & after the crisis.
- Discuss experiences & lessons learned from different countries.

### Course Outlines

#### Day 1: Strategic thinking and planning after Covid-19

- Strategy safari.
- The strategic management process updates.
- Strategic thinking versus strategic planning.
- Benefiting from new circumstances turning threats into opportunities.

#### Effective Remote Management

- Work continuity during Crisis.
- Design your own new online working environment.
- Remote communication & motivation in changing environments.
- Optimize IT Technology & Applications to boost communication.

#### Day 2: Analysis of the environment

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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- Porter's 5 forces.
- Creating and capturing value.
- Conducting a SWOT vis-à-vis TOWS analysis.
- Fundamentals of the PEDESTAL framework.
- Succeeding in strategic analysis.

### Day 3: Assessing strategic choices

- The 3 primary goals of competitive strategy.
- Porter's generic competitive strategies.
- Value chain.
- Innovating in the industry value chain.
- Developing a competitive advantage.
- Strategic choices in parallel to Media & public image.

### Day 4: Develop operating plans

- Cascading from vision to action plans.
- Criteria for effective action plans.
- Developing strategic initiatives.
- Developing departmental plans.
- Managing the execution of strategy.
- Some countries' response plans and approaches to the Pandemic UK, Europe, UAE, KSA, & Turkey.
- Connecting the dots backward.

### Day 5: Crisis Management and Crisis Communication

- Brand image and reputation.
- Internal communications.
- External communications.
- Stakeholders.
- Operational partners.
- Social media communications.
- Other miscellaneous issues.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the board.

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