

# LookingGlass - Executive Strategy & Management (ESM01)

## Course Overview

Executive Strategy & Management is designed to help executives and senior managers develop a well formed organizational strategy and other essential documents and plans for success. At the end of the course, students will be able to develop a real-world strategy document for their organization and possess the elements necessary to put this plan into action.

<b><u>Course Introduction</u></b>	3m
Course Introduction	
<b><u>Section 01 - The Basics of Project Management</u></b>	42m
The Basics of Project Management	
What is Project Management?	
Projects vs. Operations	
The First Rule of Projects	
The Triple Constraints	
The Facts	
What Knowledge Do You Need?	
Certification	
What Is Project Management All About?	
So How Does An Organization Attain Predictable Results?	
Project Boundaries	
The Spectrum Diagram	
PMBOK® Guide Knowledge Areas	
Every Project Should Have	
The Major Project Documents	
The Project Charter	
The Statement of Work	
The Project Management Plan	
The Project Data Sheet (PDS)	
The Reporting Information Flow	
The Basic Planning Steps	
<b><u>Section 02 - The Keys to Success</u></b>	21m
The Keys to Success	
Why Projects Fail	
Performance & Maturity	
Elevation Equals Performance	

Performance  
The Big Ideas  
What Causes Delays

**Section 03 - Strategy Basics**

49m

Strategy Basics  
The Value of Organizations  
Financial Measures, Why They Fail  
Barriers to Implementing Strategy  
The Balanced Scorecard  
Roles & Responsibilities  
Terms  
A Sample Strategy Map  
The Balanced Scorecard For Profit  
The Nonprofit Balanced Scorecard  
The Customer Perspective  
The Internal Process Perspective  
The Financial Perspective  
The Employee Learning & Growth Perspective  
Deciding Who Should Implement  
Mission, Values, Vision & Strategy  
5 Key Questions For Change  
The Mission Statement  
Gast's Law  
Core Values – Key Questions  
Concluding Thoughts  
Six Things to Do When You Get Home  
You Must Invert The Pyramid  
Course Closure

**Total Duration: 1h 55m**