

Woxsen  
Executive  
Education



## Strategic Leadership in Academia

Navigating the Ever-Evolving Landscape  
of Education with Strategic Leadership

# Program Overview

The "Strategic Leadership" Executive Education program offers a comprehensive exploration of strategic leadership principles and practices with an emphasis on guiding organizations in a rapidly changing and competitive landscape of education. This program is designed for individuals who are leading or are wishing to lead academic units, such as departments, schools or universities.

The focal points within this program include leadership styles, strategic analysis, ethical decision-making, strategy execution, and change management. This program will engage the participants in an in-depth examination of vision development, decision-making, communication, and organizational culture across individual, team, and organizational dimensions.



# Program Modules

## This program will cover the following topics

- Leadership styles and their impact on strategy
- Strategic Analysis: SWOT analysis and other strategic tools
- External environmental scanning
- Internal organizational assessment
- The strategic planning process: Setting organizational goals and objectives.
- Ethical decision-making in strategic leadership
- Strategy execution and monitoring
- Adapting to changes and challenges
- Leading Teams and Managing Change: Building high-performance teams
- Managing resistance to change
- Stakeholder engagement and influence
- Crisis communication and reputation management
- Leading global, diverse, and virtual teams
- Cross-cultural communication and negotiation
- Mentoring and coaching
- The future of strategic leadership

## Who Should Attend

This program is ideal for individuals who lead or wish to lead academic units and are eager to enhance their leadership skills, communication, and strategic thinking abilities.

## Learning Outcomes

Upon completing this program, participants will be able to develop a roadmap including:

- An approach to leadership styles and their impact on strategic decision-making and organizational culture.
- A clear and compelling organizational vision.
- An evaluation of external and internal factors that influence success.
- An effective strategy to achieve organizational goals and objectives.
- Communication visuals for various stakeholders within the organization.
- An approach to leading teams, managing change, and adapting to dynamic environments.
- Ethical considerations when making decisions that align with organizational values and objectives

## Faculty



**Dr. Manuel Rincon**  
Assistant Professor, School of Business



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