KOENIG SOLUTIONS · COURSE OUTLINE

Management: 7 Habits, Change Mgmt & CSR

Learn to apply the 7 Habits, lead change, manage stakeholders and align CSR strategy to drive effective execution.

2 Days	6	59
DURATION	MODULES	TOPICS

COURSE OVERVIEW

This intensive 2-day program is designed to equip managers with the critical skills necessary for effective leadership, stakeholder management, and strategic execution. Participants will explore the principles of "The 7 Habits of Highly Effective Managers," master change management, engage with cross-functional teams, and understand emerging trends in Corporate Social Responsibility (CSR). Through interactive sessions, case studies, and practical exercises, managers will gain actionable insights to enhance their leadership capabilities.

WHO THIS COURSE IS FOR

- **Mid to Senior-Level Managers**
- **Project Managers and Team Leads**
- **Aspiring Leaders seeking to enhance managerial skills**
- **HR Managers and CSR Professionals**

LEARNING OBJECTIVES

Upon completion of the course, participants will be able to:

- Apply the 7 Habits of Highly Effective Managers for personal and team effectiveness
- Lead change initiatives with confidence and strategic planning
- Manage stakeholders and cross-functional teams effectively
- Execute strategies with high employee engagement
- Understand and leverage emerging trends in CSR for sustainable impact

COURSE SYLLABUS

6 Modules, 59 Topics

DAY 1 Building a Foundation for Effective Leadership

01

The 7 Habits of Highly Effective Managers

INTRODUCTION TO THE 7 HABITS

- Overview of Stephen Covey's principles
- Adapting the 7 Habits for managerial effectiveness

HABIT 1: BE PROACTIVE

- Focusing on response over reaction
- Understanding the Circle of Influence vs. Circle of Concern.
- Techniques for proactive decision-making

HABIT 2: BEGIN WITH THE END IN MIND

- Setting clear objectives and strategic vision
- Developing team alignment with organizational goals

HABIT 3: PUT FIRST THINGS FIRST

- Prioritization techniques (Eisenhower Matrix, Time Management Quadrants)
- Balancing urgent vs. important tasks.

HABIT 4: THINK WIN-WIN

- Collaborative negotiation strategies
- Building trust and long-term relationships

HABIT 5: SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD

- Active listening and empathetic communication
- Techniques for resolving conflicts effectively

HABIT 6: SYNERGIZE

- Fostering teamwork and collective problem-solving
- Leveraging individual strengths for group success

HABIT 7: SHARPEN THE SAW

- Continuous learning and self-improvement
- Maintaining work-life balance and resilience

02

Leading Change Management

UNDERSTANDING CHANGE MANAGEMENT

- Definition and importance of change management in business
- **Identifying drivers of change:** internal vs. external.

CHANGE MODELS AND FRAMEWORKS

- Kotter's 8-Step Change Model
- ADKAR Model for structured change
- Lewin's Change Management Model (Unfreeze – Change – Refreeze)

BUILDING A CHANGE STRATEGY

- Assessing readiness for change
- Defining vision, mission, and goals for change

COMMUNICATING CHANGE EFFECTIVELY

- Crafting messages that resonate with stakeholders
- Techniques for overcoming resistance

LEADING THROUGH UNCERTAINTY

- Handling ambiguity and uncertainty during transitions
- Ensuring team motivation and alignment

03

Managing Stakeholders & Cross-Functional Teams

IDENTIFYING AND MAPPING STAKEHOLDERS

- **Categorizing stakeholders:** Internal vs. External.
- Stakeholder analysis and influence mapping

BUILDING AND MAINTAINING RELATIONSHIPS

- Engagement strategies for different stakeholder groups
- Addressing conflicts and managing expectations

CROSS-FUNCTIONAL TEAM DYNAMICS

- Understanding roles and responsibilities across teams
- Effective communication and collaboration

STRATEGIES FOR CROSS-FUNCTIONAL LEADERSHIP

- Navigating silos and bridging gaps between departments
- Leading without formal authority

DAY 2

Strategic Execution and Corporate Responsibility

04

Execution and Employee Engagement

STRATEGIC EXECUTION FUNDAMENTALS

- Translating strategy into actionable plans
- Goal setting (SMART Goals, OKRs)

BUILDING HIGH-PERFORMANCE TEAMS

- Characteristics of high-performing teams
- Motivating and inspiring team members

EMPLOYEE ENGAGEMENT TECHNIQUES

- Techniques for boosting employee morale and productivity
- Addressing disengagement and its root causes

MEASURING EXECUTION SUCCESS

- Key Performance Indicators (KPIs) and metrics
- Continuous feedback and improvement loops

05

Emerging Trends and the Future of CSR

INTRODUCTION TO CORPORATE SOCIAL RESPONSIBILITY (CSR)

- **Evolution of CSR:** From philanthropy to sustainable business
- Key principles and global standards (ISO 26000, UN SDGs)

EMERGING TRENDS IN CSR

- ESG (Environmental, Social, Governance) and its impact
- Social entrepreneurship and community engagement
- Digital transformation and responsible AI

STRATEGIC CSR ALIGNMENT

- Integrating CSR into core business strategy
- CSR as a driver for brand reputation and stakeholder trust

MEASURING CSR IMPACT

- Frameworks for evaluating CSR initiatives
- Reporting and transparency in CSR activities

06

Action Planning and Implementation

CREATING A PERSONAL LEADERSHIP ACTION PLAN

- Defining short-term and long-term leadership goals
- Mapping out key milestones and success indicators

BUILDING A ROADMAP FOR CHANGE

- Developing implementation steps for strategic initiatives
- Risk assessment and contingency planning

SUSTAINING LEADERSHIP AND ENGAGEMENT

- Techniques for long-term impact and sustainability
- Encouraging a culture of accountability and innovation

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

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