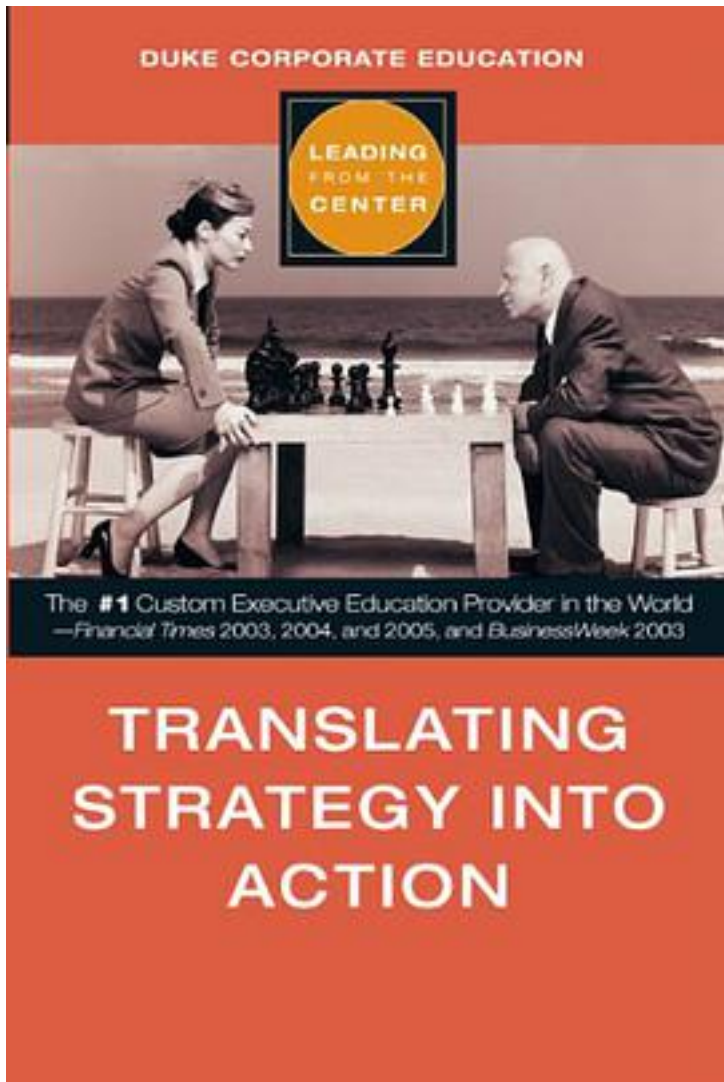


Translating Strategy into Action (Leading from the Center)



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Become a strategic player in your company's drive to achieve results. The combination of technological advances, better informed and connected customers, greater geographic reach, and a changing legal environment have altered the rules of business. This has caused a fundamental shift in the competitive landscape and challenged long-held assumptions about how organizations are managed and how they drive results. One implication of this is that strategy development and execution processes continue to merge. What does this mean for managers? It means raised expectations for those managers who span the domains of strategy and execution--they must engage their teams in the strategy, and adapt to changing circumstances. While managers have always played a critical role in translating strategy into action, doing it in real time, with incomplete information and tight planning horizons, makes the task more challenging and the opportunities more interesting. If you're a manager in the center of your organization, help is on the way In *Leading from the Center: "Translating Strategy into Action,"* Duke Corporate Education will teach you how to: -Understand and make sense of your firm's overall strategic direction and key issues. -Define where your group will play a key role in supporting specific areas of the strategy. -Translate strategy into a meaningful plan that drives your team's day-to-day work and results. -Align short-term decisions and actions with the bigger picture and long-term goals. -Plan and develop the capabilities that you will need for success--people, environment, systems, and structure.

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