

CERTIFIED STRATEGIC MANAGER

Awarded by  **CMI**
Chartered
Management
Institute

Engage . Evaluate . Evolve . Excel



The one and only UK certification
in the region that validates Advanced
Strategic Management skills, enhancing career
prospects and contribute to organizational impact

PROGRAMME PURPOSE

Our PURPOSE is to deliver relevant people development solutions at strategic management levels so that workplace competency acceleration will achieve personal and career growth, thereby improving organizational performance and enhancing economic value for society.



PROGRAMME OVERVIEW

The Certified Strategic Manager Programme is designed for those in a fundamental or aspired strategic management role who need to enhance their knowledge, skills, and abilities to improve workplace performance for individual recognition and stakeholder benefit.

Through research, the five Core Modules have been determined to be essential for management efficiency and leadership effectiveness, where organisational performance is paramount.

CORE VALUES

Excellence - Customer First - Service and Serve - Integrity & Inclusiveness - Innovation - Professional Passion

CORE THEMES

Leading and Managing in A
Complex Disrupted Environment

Responsible Decision Taking For
Sustainability

Strategic Value Creation and
Enablement

Impact and Outcomes For
Stakeholders

Leading and Managing in A
Complex Disrupted Environment

Self-Reflection For Employability
Acceleration

5 QUALITIES OF MANAGER



DELIVERED OUTCOMES IN A STRATEGIC MANAGEMENT ROLES

Strategic Mindset Alignment for
Strategic Management
Performance

Team Working & Team
Leadership Knowledge & Skills
for Achieving Results

Self-Confidence for Managing &
Leading at A Strategic Level

Impact and Outcomes for
Stakeholders

Managerial Communication
Literacy & Clarity

Readiness to Accelerate
Strategic Level Performance

**Leading with Excellence, Empowering
Management Innovation**



STRATEGIC LEADER MODULES

1 STRATEGY, STRATEGIC PLANNING & COMPETITIVENESS

Provides practical frameworks & classical theory interpretation to enable a critical understanding of the imperatives for organisational competitiveness and sustainability

2 RISK, GOVERNANCE, COMPLIANCE & ETHICS

Provides a comprehensive understanding of the roles, functions, and systems for Good Governance, Risk Management Processes, Compliance Requirements, and Ethical Conduct to secure organisational ambitions for advancing value for stakeholders.

6 EXPONENTIAL ORGANISATION (PART 2)

Building An Exponential Organisation. Learn how to build an Exponential Organisation in today's world of abundance. Understand the different attributes required to harness the power of exponential technologie

KEY MODULES

3 PEOPLE, ORGANISATIONS & PERFORMANCE

Provides practical, theoretical & reflective frameworks for people management, leading through organisational complexity and enabling performance management to address the need for effective resource deployment.

5 EXPONENTIAL ORGANISATION (PART 1)

Change & Innovation Management. Exponential Organizations (ExOs) are organisations whose impact or output is at least 10 times larger compared to its peers. Understand the importance of change and innovation management in the world of exponential organisations.

4 STRATEGIC MARKETING & CUSTOMER VALUE MANAGEMENT

Provides a detailed understanding of Strategic Marketing Deliverables and Customer Value Management essentials for building Customer Loyalty ambitions to progress corporate strategic through secured competitive positioning.

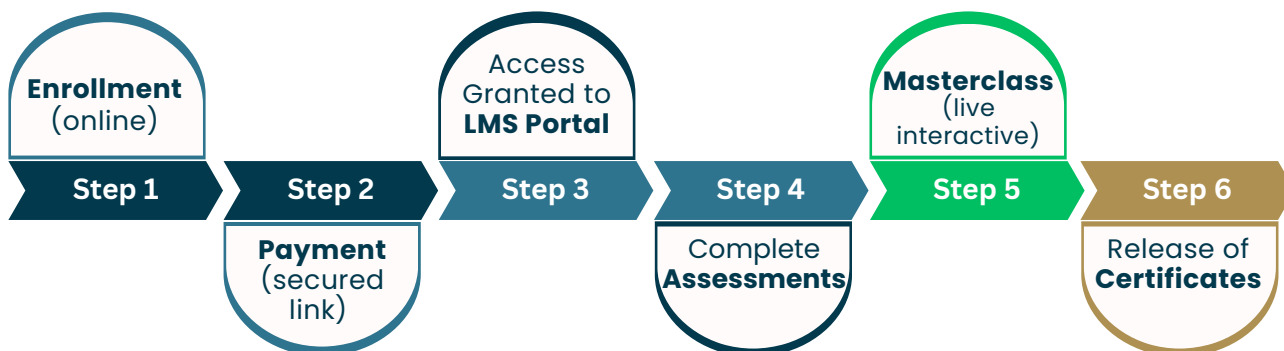
SCHEDULE & FEE

CERTIFIED STRATEGIC MANAGER



TRAINING SCHEDULE

MODE	DELIVERY	DURATION	TRAINING FEE
SELF-PACED STUDY	100% online	6 - 8 Weeks	USD 599 USD 399 (Original Face-to-Face training fee : USD 1,900)



***Masterclass :-**

Topic : Strategy Operationalisation

Duration : 2 hours (live interactive session with International Trainer/Consultant)

The training fee is Inclusive of : Registration Fee, Training Fee, Certification Fee, Masterclass Fee and **12 months Membership fee** with **Chartered Management Institute, UK.**

Chartered Management Institute, United Kingdom

The Chartered Management Institute (CMI) works with business and education to inspire people to become skilled, confident and successful managers and leaders. Established in 1947, as the British Institute of Management, CMI was founded in the wake of the Second World War to help rebuild British industry. CMI's goal remains the same today as it was then: to raise the quality and standard of management in the workplace.

In 2002, Her Majesty's Privy Council granted Royal Charter, designating CMI as the standard-bearer for the profession of management, meaning CMI is the only organisation able to award Chartered status.



SINGAPORE | MALAYSIA

In collaboration with

Chartered Management Institute, United Kingdom

Satellite Centre:



In partnership with:



TEAM OF LIKE MINDED PROFESSIONALS



Singapore

60 Circular Road, #02-01
049422 Singapore
Tel : +65 8987 4226

Malaysia (Local Partner)

F-11-02 Garden Shoppe @ One City,
Jalan USJ 25/1B, 47650 Subang Jaya,
Selangor, Malaysia
Tel : +603 8011 4898



Masters for Professional Development

**Empowering Excellence in
Leadership through Knowledge,
Integrity, and Innovation**



enquiry@smiasia.sg | www.smiasia.sg
enquiry@smiasia.com.my | www.smiasia.com.my