



Practice Advancement Program

Management & Leadership Strategies

Part 2

Course Description

Management is the measurement of people and process, while leadership is the development of people and process. Whether you're a team of one or many, both are critical to the success of your practice.

This course is about measuring and directing your organization. You'll set goals for your practice, define the measurements that tell you whether you're reaching them, and establish the review cycles that hold your team accountable to them. You'll learn how to structure team meetings, so they produce decisions, and how to use SWOT and SOAR analysis to define and measure your organization's prioritized aspirations.

Syllabus

Section 1 – Analyzing Your Organization's Behaviors

- SWOT & SOAR Analysis
- Aspirations and Building Blocks

Section 2 – Managing Your Organization: Aspirations and Building Blocks

- Goal Setting
- Measurements (e.g., KPIs and Deliverables)
- Review Cycles (e.g., AAR and Quarterly Reviews)

Section 3 – Leading Your Organization: Effective Team Meetings

- Meeting Strategies
- Leading a Brainstorming Session

Section 4 – Long Term Organizational Strategies

- Leaning into the Long-Term Management & Leadership Strategy for Your Organization

*PREREQUISITES: There are no prerequisites for this course.