

# **Program Name: Unleashing the Leadership DNA in Small and Medium Enterprises**

**Duration of the Program: 3 Weeks, Residential Program**

**Program Dates: 9<sup>th</sup> January - 27<sup>th</sup> January, 2023**

## **Program Rationale:**

Small and Medium Enterprises (SMEs) are viewed as the engine of growth, and catalysts for economic and social transformation playing a significant role in a country's economy and social wellbeing. The Challenge for the Small and Medium enterprises today, is to survive and maintain its entity by improving performance in the highly competitive Volatile, Uncertain, Complex and Ambiguous (VUCA) markets. The contributions of SMEs at macro or micro level are the result of being successful managed by effective leaders, their behaviours or styles, which has a direct influence on their organizational performance, competitive edges and successes.

To enhance organizational performance, leadership plays a crucial role. Therefore, to make the best possible products and services through the optimum utilization of the available resources, leaders are responsible to the stakeholders of their organizations. Leadership in the 21st century is a driving force needed to move forward in the competitive landscape by imagining, motivating, organizing, managing and leading employees to a higher level of performance. Consequently, leadership effectiveness contributes significantly to the firms' success or failure.

Successful leadership results from the key elements consisting of changing attitudes, personnel development, and improved business and leadership skills. The response to the challenges faced today by SMEs is only possible through adoption of leadership roles by the various people in charge. It is important to develop the competences and effectiveness of leadership at various levels, defining mobilizing goals, ensuring the clarity of objectives, concentrating on developing the best talents, creating a climate favorable to innovation, stimulating permanent learning and creating a culture of value always based on the cohesion of teams and the quality of service provided . It is important to understand that leaders in SMEs also have to work with the challenges of working with an ethnically diversified workforce. Nurturing the Leadership DNA therefore plays a key role in the success of the SME's

## **Program Objectives:**

The participants at the end of the program will be able to:

- Understand Leadership in the highly competitive Volatile, Uncertain, Complex and Ambiguous (VUCA) environment of SME's.
- Develop more flexibility and adaptability in the changed business environment.
- Develop a shared vision and high performing teams.
- Anticipate and manage change effectively.

- Develop self & develop others.
- Foster creativity and innovation in the organization
- Learn the art of Delegation and Empowerment.
- Widen mindset and skill set of managers to think and act globally.
- Impart in themselves human, ethical and socially responsible competency.
- Unleash the potential within
- Holistic SME leadership attributes

### **Program Contents:**

The program contents will include the following in the context of SMEs:

- Creating a Shared Vision and Values
- Openness to learning
- Self-development and developing others
- Adapting to Change
- Managing Conflicts and team working
- Effective communication
- Passionate Engagement
- Employee Focus and Engagement
- Art of Delegation and Empowerment
- Decision making and Problem solving
- Creativity and innovation
- Leveraging Technology
- Nurturing Leaders
- From Manager to Leader
- Inculcating Ethics and Values
- Unleashing the Leadership Potential within- Awareness, Planning, Execution
- Building a High Performing work culture

### **Instructional Strategy:**

In the program which will be conducted in a highly interactive workshop mode will have the following training strategies in the context of SMEs:

Interactive Lectures, Interactions with Industry experts, Success stories from Indian Industries and key learnings, Role plays, Panel discussion, Assignments, Indian and global case study, Team Project work, Presentations, Outbound Team building activities, Industry visits and visit to historical and cultural sites of interest.

### **Eligibility:**

Junior and Middle level executives from the Government/ Public Sector/ Private sector organizations aspiring occupy leadership positions.

### **Qualification:**

Graduate and above in any discipline.