



# Leader as a Beacon

## Leader as a Beacon

The most important thing expected from you as a leader is **to guide your organization on its journey to achieve strategic goals.**

### Factors affecting the Business

Identifying the internal and external factors that affect our business is essential in order to determine the road map and choose the best route for the corporate.

### Contextual Information

Evaluation of the work and factors surrounding the work, determining the actions to be taken against the factors according to the level of their impact to business results.

### 3 External Forces

Identification of 3 external factors that can affect the business positively or negatively

### 7 Diagnostic Factors

Use of 7 diagnostic factors in determining direction and strategies of the corporate and analysis and correct positioning of contextual information in order to achieve the most proper results.

### Mission and Vision

Start of Mission and Vision studies after completing analysis of contextual information, 3 Forces and / diagnostic factors.





### The Strategy

In order to realize the vision, identification of the strategies and methods of working.

## Attendee Profile

-  Hi-Po Staff
-  Candidate Managers
-  Newly assigned/experienced managers

## Duration / Attendance

-  3 DAYS (8 hours/day)
-  MAX 12 Attendee
-  1 Day theoretical + 2 Days workshop
-  In class / Face to face

# Leader as a Beacon

# Processes: Analyse and Improve Leader/Manager

## Process analysis and development

As a leader, reviewing the processes under your responsibility, identifying development areas, determining road maps for these and ensuring their implementation is a very important part of **your definition of success**. While doing this, it is necessary to use a methodology that is **simple but results-oriented** and does not neglect detailed evaluation.

### Process Analysis

Reviewing internal processes or competitor processes similar to your own processes, identifying performance or potential gaps after benchmarking.

### 5 Why Method

Conducting a 5 Why analysis to identify the correct causes of detected gaps based on performance or potential characteristics.





### Identificaiton of the root causes

In the light of 5 Why analysis, prioritization of causes, determination and planning of actions according to the impact levels.

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**Process:  
Analyse & Improve**

# Transition to managerial positions

## From individual contributor to managing others

### Transition to managerial positions

You are now a manager and you need to change your **perspective on work**. You are in a position that **directly affects the results**, rather than making individual contributions. This transformation period is a critical period that will determine your **future success** and require proper communication with your team.

#### Dynamics of the New Position

Moving from doing to managing, differences in perspective and approach, new expectations of upper and lower staff. What awaits the new manager in this transition period?

#### Less details, more responsibility

Determining the perspective and dynamics to coordinate, control and manage the work having less details. The importance and impact of team competencies in this process. Ensuring correct communication and synergy with the team.

#### The 5 Dangers

5 road accidents that may be encountered in the new position and actions that the new manager can take to prevent them.





#### The first 3 Actions

Defining the 3 first actions to be taken in the new position and their breakdowns.

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**Transition:**  
From individual contributor  
to managing others

# Manager's Communication

## Manager's communications

**The more you are perceived and understood, the more you exist.** As a manager, your communication with subordinates, same level and upper management determines your professional identity. **Clear communication is the cornerstone of success within the organization and in your own career.**

## 5 Dimension of Communication

As a manager, conveying the right message at the right place and time and being understood correctly while conveying it is an important dimension of your success. All your communication activities, from your daily communication with your team to critical meetings, should be planned in order to provide clear and sincere content about the subject of the communication.

## 6 Rules of Communication

From daily communication to planned meetings with senior management levels, the clarity of the message you want to deliver depends on internalizing and applying the 6 Rules of Communication.





## The Role-Play

Participants engage in role-play with specially prepared scenarios in order to internalize the dynamics and importance of corporate communication as managers. In addition, special measurements are made about how the other party perceives, and participants are provided with the opportunity to learn by experience.

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# Manager's Communication

# Objectives: Identify, cascade and monitor

## Identify, cascade and monitor

Determining and cascading goals within your institution or department is very important not only **to achieve business results**, but also to establish a team that moves in the **same direction and with similar motivation**. Correct use of resources for the benefit of the institution is the cornerstone of **profitability**. Achieving this is one of the Manager's most important success criteria.

### The Network of Objectives

Defining the long, medium and short term goals of the institution or department. Creating a network of objectives from daily tactical goals to strategic ones. Linking the correlation between each other with vision and mission.

### Cascading Objectives

Determining what to do to ensure the correct dissemination of the goals in the relevant units of the institution, to create a common language on a departmental and individual basis, and to ensure joint efforts to achieve the goals.

### Monitoring Objectives

Providing the necessary systematic approach to monitor, review and update the determined and mutually agreed targets.





### SMART-ER Methodology

Objective determination, writing, setting the right goals, formation of common understanding and language, follow-up, review and revisions using the SMART-ER methodology.

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# Objectives: Identify, cascade, monitor.

# Value Based Product/Service Management

## Value Based Management

The **value-oriented** management approach that the product/service provides to stakeholders, from a product/service focus, is the key to **getting ahead and differentiating** in the competition.

## Value Proposition Design

What is the value-oriented approach to product/service, how to correctly position and present value definition and design.

## The Value Chain

The stakeholders we reach while offering the product/service, the value created on a stakeholder basis, the impact of stakeholder profiles on value delivery.

## Target customer definition

Determining the target groups for the product/service, creating their profiles, and defining the value proposition for each target group.

## Creating Customer Profiles

Identifying customer groups within the target groups, comparing their needs and demands with the product/service offered, and preparing value propositions.





## Value Mapping and Proposition

Conducting value mapping based on customer profile, writing value propositions and determining communication methods.

## Attendee Profile

-  Hi-Po Staff
-  Candidate Managers
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## Duration / Attendance

-  4 DAYS (8 hours/day)
-  MAX 12 Attendee
-  2 Days theoretical + 2 Days workshop
-  In class / Face to face

**Value based  
Product/Service Management**

# Delegation

## Delegation

Delegation is a manager's **most powerful** management tool. It is an inevitable necessity for ensuring successful outcomes, preparing the team for new challenges and responsibilities, as well as for the manager to plan **his career journey correctly and increase his contribution** to the institution.

### Getting to know people

Getting to know the team and team members is vital to the success of the delegation. Delegating tasks with the wrong content to the wrong people jeopardizes all the potential benefits of delegation.

### Professional Motivation Factors

Defining motivators in business life, determining personas and establishing their connection with the team.

### Maturity Level

In addition to motivators, determining the professional maturity and competence level of the person to be delegated is very important for correct delegation.





### Delegation Role-Play

Preliminary preparation for delegation, conducting delegation meeting, determination of the dynamics of the delegation process are necessary for successful delegation. Participants experience these processes through a role-play exercise specially designed for this purpose.

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# Delegation



# Succession

## Identify Who is Next?

### Succession Planning

While succession planning is important for the **individual career journey**, it is also necessary for the manager to create a team that is **competent and ready for the next position**. The manager ensures continuity in management by creating ready-made staff for both his own and other positions.

#### Identification of Critical Positions

In order to ensure continuity in management and operation, determining critical positions that will be subject to succession planning and creating a systematic


#### Identification of Competence Criteria

Determining competencies for critical positions, measuring these competencies and determining the staff that are ready or can be ready.

### Succession Planning

After identifying critical positions and competent staff, making the necessary planning for position transitions and providing required competency to the candidate staff.

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-  1 Day workshop
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# Succession Planning



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