

## Executive Education

# Strategic Leadership for Shipping Programme



# Introducing the Strategic Leadership for Shipping Programme

Designed specifically for companies involved in the global maritime trade, this new programme will equip you and your organisation with the tools to develop effective leadership strategies for shipping. This programme is jointly designed and delivered by Henley Business School and the Cambridge Academy of Transport.

It is a residential programme which runs over five days, enabling participants to immerse themselves in a thought-provoking learning environment, facilitated by experts in strategic leadership and shipping.



## Programme Content

Greenlands, Henley-on-Thames, UK.

Strategic Leadership for Shipping caters to the specific needs of companies involved in shipping to help them review their immediate and longer-term strategies and to position their businesses in a dynamic market place. Specifically, you will:

- Learn the 'language' of strategy including operating and business models
- Understand the tools and techniques used to formulate a competitive strategy applying different perspectives
- Consider how to communicate a strategic vision, mission and set of values to different company stakeholders (strategy as a social process)
- Learn how to adapt business models to disrupt industry dynamics to your advantage
- Strengthen your leadership capabilities for ensuring the effective design and implementation of new strategies
- Benefit from the experiences of expert speakers from the industry
- Receive tangible feedback and results which can be measured
- Unique follow-up format allowing the participant to evaluate the success of their own strategic plan.



# Who is this programme for?

This programme is aimed at professionals from international shipping, trading and associated industries. You will be well suited to this programme if you:

- Have a good understanding of one or more sectors or functions, and wish to widen and deepen your knowledge
- Want to develop your strategic abilities particularly within the maritime industries
- Have recently joined or are about to join a strategic planning function and wish to broaden your understanding about how the shipping industry has developed to date and where it might be heading
- Senior executives who wish to formalise their strategy training and development.

## Benefits to you and your organisation

- Formulate a differentiating strategy to pre-empt competitor moves
- Master the key steps and frameworks necessary to successful strategy development
- Build a futures-ready organisation via effective scenario planning
- Change industry dynamics by focusing on business model innovation
- Understand the principles of effective strategy implementation and change
- Build strategic awareness through one-to-one coaching and leadership development activities
- Test your ideas about strategy with fellow attendees and the faculty members.

## Timetable

### Day 1

Introduction to strategic leadership in shipping

### Day 2

Strategic thinking and strategy development

### Day 3

The future-ready shipping company – scenario planning

### Day 4

Business model innovation in shipping – the analysis and the practice

### Day 5

Leadership for effective strategy implementation.



### Dr. Stephane J.G. Girod



Stephane is an Assistant Professor of Strategy and International Business and has worked with many international

companies in executive education. He is a thought leader in international and organisation strategy with extensive cross-industry executive development and research experience. His current research focuses on globalisation and emerging economies, strategy and value creation in complex environments and strategy implementation, in particular the link between reorganisations and performance, and operating model design. Prior to joining Henley, he was a Research Fellow at the Accenture Institute for High Performance.

### Dr Malcolm Willingale



Malcolm has worked in the shipping industry for over 35 years. Between 1990 and 2008 he held a number of senior management

positions including Group Strategy Director in the leading ship management and shipping services company, V.Ships, part of V.Group. Prior to joining V.Ships, Malcolm was Editor of *Lloyd's Shipping Economist* and also worked in the ship broking, freight forwarding and ports sectors. He is a Director of the Cambridge Academy of Transport and works extensively in maritime strategy consulting with leading maritime services business and bodies such as LR and INTERTANKO.

## About Henley

Founded in 1945, Henley Business School is among an elite group of business schools – the top 1% in the world – to be triple-accredited for the quality and capability of faculty and output.

Henley Business School has worked extensively with professionals in the shipping industry and delivers an MSc programme in International Shipping and Finance.

## About Cambridge Academy of Transport

Established in 1985, Cambridge Academy of Transport is a leading provider of maritime education and executive development programs. Many CAT alumni hold prominent industry roles.

Cambridge Academy of Transport has worked with over 6,000 shipping professionals globally and has an in-depth knowledge of the issues that a contemporary maritime CEO and their senior management team face.



## Executive Education Strategic Leadership for Shipping Programme

**Location:** Greenlands, Henley-on-Thames, or other UK or international locations by arrangement.

**Date:** 23 – 27 February 2015

**Fees:** £6,000 + VAT (residential fees included)

**For details of programme dates and how to apply for a place, go to:**  
[www.henley.ac.uk/shipping](http://www.henley.ac.uk/shipping)

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