

Learning Outcomes	Critical On-the-Job Applications	Key Results	Organizational Goals and Strategies
<ul style="list-style-type: none"> • Ability to: <ul style="list-style-type: none"> ○ Set and manage a strategic direction for the business ○ Lead an organization in a changing environment ○ Increase alignment with XYZ's business strategy • Build a holistic view of the business and decision making • Understand the key drivers of business performance at XYZ and how to impact them 	<ul style="list-style-type: none"> • Lead with a “Matrix Organization” mindset by involving other functions in decisions & planning • Develop new products with closer communication between Marketing, Product Development, and Finance • Lead the transformation process within one’s function by communicating the business need, modeling the behaviors, holding staff accountable • Make tough decisions regarding markets, products, and people • Set goals and manage to the goals and milestones by conducting systematic business reviews 	<ul style="list-style-type: none"> • Products are developed that are leading edge and meet market needs • Products launched in market on time • Operational goals achieved: <ul style="list-style-type: none"> ○ Cash flow ○ Revenue ○ Account receivables ○ Gross margin ○ C-sat scores ○ Employee engagement ○ Quality 	<ul style="list-style-type: none"> • Accelerate profitable revenue growth in key markets • Increase operating margin by 5%+ • Move from hardware company to a services/solutions company • Enhance brand and improve Customer Satisfaction