

Assume that you are newly appointed as the Chief Executive Officer of a multinational company and are in the business of the Company you choose for this case study. The Company is entering into the Saudi Arabian and Brazilian markets.

In this assignment you are expected to design, prepare and present a strategy to the Board of Directors of your Company. The strategy must include a leadership vision that will support the business objectives and development of the Company in the next 5 years. The strategy must also include the changes required to be made in the current leadership team considering the sensitivity of the new geographical areas that the Company is expanding in.

Task 1: Critically examine contemporary and seminal theories, concepts and models related to strategic leadership and management (A.1)

Task 2: Critically discuss the relationship between an organisation and strategic leadership and management (A.2)

Task 3: Assess contemporary contexts and challenges for strategic leaders and managers (A.3)

Task 4: Critically evaluate the role of strategic leaders and managers in delivering competitive advantage (A.4)

Task 5: Critically discuss performance management as a strategic tool for leaders and managers (B.1)

Task 6: Analyze the equality and diversity challenges presented to strategic leaders and managers (B.3)

Task 7: Evaluate the impact of morals, ethics and organisational culture on the behavior of strategic leaders and managers (B.4)

Task 8: Discuss the relationship between organisational strategy and change (C.1)

Task 9: Critically evaluate change as a process and as a concept (C.2)

Task 10: Critically discuss current and emerging approaches to change implementation (C.3)