

HERITAGE

THE HERITAGE MANAGEMENT ORGANIZATION

Executive Leadership Development in Heritage Management Workshops

Strategic Planning for Heritage Managers

8-10 May, 2020

Online Training Program

Strategy is considered to be the **queen of the managerial disciplines** and a key success factor in all areas of human activity. In this respect, there are numerous examples of how a successful strategy can lead to success, even in cases where resources are limited and are not overwhelmingly superior to those of competitors.

This **3-day interactive course** aims to provide the **tools and methodologies** to effectively address the topics of **successful strategy formulation** and implementation in **organisations managing cultural heritage** in the contemporary complex environment. At the end of the course, participants will be empowered to use methods and tools of strategic analysis to devise and evaluate alternative strategic choices, while they will comprehend the demands of a strategy implementation project.

The workshop's instructor, **Alexandros Papalexandris**, is an Assistant Professor at the Athens University of Economics and Business and a former senior consultant at Deloitte, while he has more than 15 years' research and consulting experience in the areas of strategy development and implementation.

Only scholarship holders are accepted to this workshop. Scholarships cover the majority of the tuition fees, except for participants' contribution. For details, contact us at info@heritagemanagement.org.

- **A. G. Leventis Foundation scholarships** will be available for heritage managers working on (broadly defined) Greek cultural heritage (excluding airfare/travel and hotel expenses).
- **Benefactors' scholarships of the Heritage Management Organization** for participation will be available for qualified candidates (excluding airfare/travel and hotel expenses).

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To apply for this workshop please:

1. Fill in and submit the [Executive Leadership Program in Heritage Management Application Form](#).
2. After receiving confirmation of receipt of your application, complete the application process by submitting your **CV, a personal statement** (describing your current project that will benefit from this training) and a **reference letter** (which may come in separately by your referee at their earliest convenience). All your application documents may be submitted by email to info@heritagemanagement.org. Personal statements should not exceed 750 words in total.
3. A reasonable **proficiency in** spoken and written **English** is required to attend the course.
4. Shortlisted applicants will be asked to participate in a personal (oral) **interview**.

After approval of their application file, participants will receive an official letter outlining in detail the conditions of participation. [Heritage Management Organization Membership](#) comes with participation in any our Organization's Executive Leadership in Heritage Management Workshops.

***Spaces for this workshop are limited, so please apply early.
The application deadline is Friday 1 May 2020.***

For questions regarding the application process and the administrative aspects of the course, contact us at info@heritagemanagement.org.