CONCEPTUAL SKILLS FOR MANAGERS

Course Overview

The global business environment is now in a 'volatile', 'uncertain', 'complex' and 'ambiguous' (VUCA) situation. The advent of the 4.0 Industrial revolution together with the covid19 pandemic has forced many organisations, institutions, and governments to change the way they do things in the new normal way of life. In these challenging times, one of the most important managerial skills that professional managers must have are the conceptual skills.

Conceptual skills are the abilities that will allow managers to understand better complex situations and find creative solutions. A manager with conceptual skills can think through innovative ideas, transforming thoughts into action-driven solutions, thus benefitting the organisation and institution.

Conceptual skills also provide professionals with the ability to develop innovative solutions with novel approaches, ideas, and perspectives. Such skills are also essential to enhance their managerial leadership with a visionary and future looking perspective that is not only important in the short term but also in the long run.

Conceptual skills also allow managers to see how all the parts of an organization work together to achieve the organization's goals. Managers also need to make sure everyone working for them are coordinated to achieve the organization's mission and objectives.

Course Objectives

At the end of this course, participants should:

- Understand better the conceptual skills required for managers,
- Learn on how to develop their conceptual skills at work,
- Gain insights on how to improve conceptual skills, and
- Learn some of the tools and techniques in sharpening their conceptual skills.

Course Outline

Module 1 (Session 1: 4 hours)

- Conceptual Thinking & Skills – Definition and meanings
- Why Conceptual Thinking is important in managerial work
- Applications of Conceptual Thinking
- Creativity Assessment Tool
- Take Away Exercise (Defining Problem/ Issue)

Module 2 (Session 2: 4 hours)

- Essential Managerial Conceptual Skills – Types of Thinking Skills
- Components of Conceptual Skills: *Problem Solving, Analysis, Decision Making, Logical & Critical Thinking, Abstract Thinking, Teamwork & Communication*
- Creative Skills Assessment Tool
- Conceptual Thinking Processes
- Take Away Exercise Presentation (5 mins each)

Module 3 (Session 3: 4 hours)

- Developing Conceptual Skills
- Exercises 1: Developing Conceptual Skills
- Enhancing Conceptual Skills
- Exercises 2: Enhancing Conceptual Skills
- Take Away Exercise (Redefining Problem/ Issue)

Module 4 (Session 4: 4 hours)

- Take Away Presentation (10 mins each)
- Strategic Leader Conceptual Thinking
- Conceptual Blocks
- Issues and Challenges in Managerial Conceptual Thinking & Skills

Methodology

- Slides presentation,
- Case study discussions,
- Video illustrations and
- Q&A interaction presentation workshops
- Reading materials and experiential exercises

*Participants will be assigned to **one group** comprising at least **four (4) members.** Each group must **identify the problem assignment** that is related to their work (preferably real work matter and not fictitious problem)*

The group will discuss the 'Take Away' assignment and present in the subsequent session, which is to be held one week later.

By module 4 or week 4 session, the group can present the final proposal to the organisational superior (or person in charge) of the assignment.

The assignment given to the participants are 'real cases' to be resolved by the participants at the end of the 4 sessions/ modules.

Duration:

- 4 days (9am-1pm) x 4 sessions or days

Trainer(s):

- **Datuk Seri Dr. Md Zabid Abdul Rashid,**
  B.Sc (UPM), MSc (London), D.Sc (Aix-Marseille/ ESSEC), DEA (Aix-Marseille), FCPA (Australia), CA (Malaysia), FMAG (New Zealand), Cmgr CCMI (UK)
  Former CEO, vice chancellor, company director, business advisor, professor, trainer, and consultant with more than 35 years' experience in academic and senior management positions (TTT No: 6565)

- Any other person will be identified later.