

Zensar Leadership Development Program

Level C1 | eCornell Courses & Certificates

Transition Level 4

MANAGER OF A BUSINESS : TRANSITION LEVEL 4 | LEVEL C1 COMPETENCIES

B BEHAVIOUR DESCRIPTORS

C MAPPED COURSES

Strategic Thinking

Strategic Thinking is the ability to analyse various perspectives and scenarios to develop the right course of action for achieving long term business advantage

B

C



Customer Advocacy

Customer Advocacy is acting as an advocate for customer's best interest and working towards constantly adding value to the customer

B

C

Driving Change & Impact

Driving Change is the ability to lead and manage change effectively and build commitment for the same within the organization

B

C



Leading Groups

Leading Groups is Empowering and enabling others to perform beyond their benchmarks and to facilitate collaboration within the group

B

C



Innovation

Innovation is looking beyond existing methods and developing new insights, ideas and novel solutions which lead to positive business results

B

C

Business Acumen

Business Acumen is using own understanding of the business to generate more opportunities for revenue generation, reduce operating costs and build a strong organization brand

B

C



BEHAVIOURAL DESCRIPTORS

STRATEGIC THINKING

C MAPPED COURSES



- 1 Chooses the correct course of action to drive long-term business advantage after assessing all relevant environmental factors
- 2 Actively updates self on global trends and has a global perspective in relation to own work
- 3 Develops robust strategies towards achievement of the goals
- 4 Demonstrates effective use of scenarios to generate and evaluate alternatives
- 5 Internalizes the organization's goals and objectives and translates them into specific action plans
- 6 Understands the complex issues, forces and opportunities affecting the organization and addresses them effectively



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BEHAVIOURAL DESCRIPTORS

CUSTOMER ADVOCACY

C MAPPED COURSES



- 1 Is on a constant lookout for avenues for adding value to the customer
- 2 Anticipates customer's business challenges and proposes effective solutions to address the same
- 3 Identifies possible areas of conflict between customer and own organization and works towards addressing them
- 4 Advises customer with their best interest in mind
- 5 Ensures that the customer receives the best service possible and feels valued
- 6 Prepares business cases in line with customer's views, preferences and works to gain support for the same in own organization



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BEHAVIOURAL DESCRIPTORS

DRIVING CHANGE

C MAPPED COURSES



- 1 Identifies and adapts to changing priorities and uncertain times
- 2 Views and utilizes change as an opportunity to improve ways of working
- 3 Keeps people motivated and engaged during times of change
- 4 Takes ownership of the change initiatives and ensures smooth implementation
- 5 Communicates the need for change in a compelling way and inspires commitment to the process
- 6 Serves as a role model of the change that she/he expects of others



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BEHAVIOURAL DESCRIPTORS

LEADING GROUPS

C MAPPED COURSES



- 1 Creates opportunities for team members to surpass their performance benchmarks
- 2 Provides clear vision, direction and purpose to team members, ensuring that they understand and are accountable
- 3 Facilitates collaboration and addresses conflict effectively within the group
- 4 Takes onus of development of team members and promotes learning
- 5 Empowers team members to make decisions by delegating effectively and supports them
- 6 Manages diverse teams effectively



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BEHAVIOURAL DESCRIPTORS

INNOVATION

C MAPPED COURSES



- 1 Identifies alternative ways to view or define problems and is not constrained by the thoughts or approaches of others.
- 2 Challenges existing work methods, policies and practices using logic based opinions and information
- 3 Takes calculated risks to ensure successful delivery of outcomes
- 4 Looks beyond tried and tested methods of solving business problems
- 5 Seeks ongoing improvements in organization's services, capabilities, processes and procedures
- 6 Establishes connections between disparate data points and explores different lines of thought



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BEHAVIOURAL DESCRIPTORS

BUSINESS ACUMEN

C MAPPED COURSES



- 1 Constantly looks for opportunities for revenue generation
- 2 Negotiates effectively with the stakeholders to build support for own agenda
- 3 Utilizes knowledge of various operating and pricing models to improve profitability
- 4 Is on a constant lookout for ways to reduce the operating costs and optimize operations
- 5 Understands the micro and macro perspectives that are impacting the business of the organization
- 6 Works to build the brand of the organization and promote offerings amongst customers and industry bodies



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MANAGER OF A BUSINESS : TRANSITION LEVEL 4 | LEVEL C1 : COMPETENCY-COURSE MAPPING

B BEHAVIOUR DESCRIPTORS

STRATEGIC THINKING

- [LSM582](#)-Managerial Decision Making
- [LSM587](#)-Fostering Innovation & Creativity
- [LSM531](#)-Choosing the Right Performance Measures for Your Organization
- [LSM532](#)-Aligning Performance Measures with Business Strategy
- [LSM541](#)-Competitive Advantage and Profitability
- [LSM542](#)-Strategic Positioning in Markets
- [LSM545](#)-The Application of Game Theory to Business Strategy

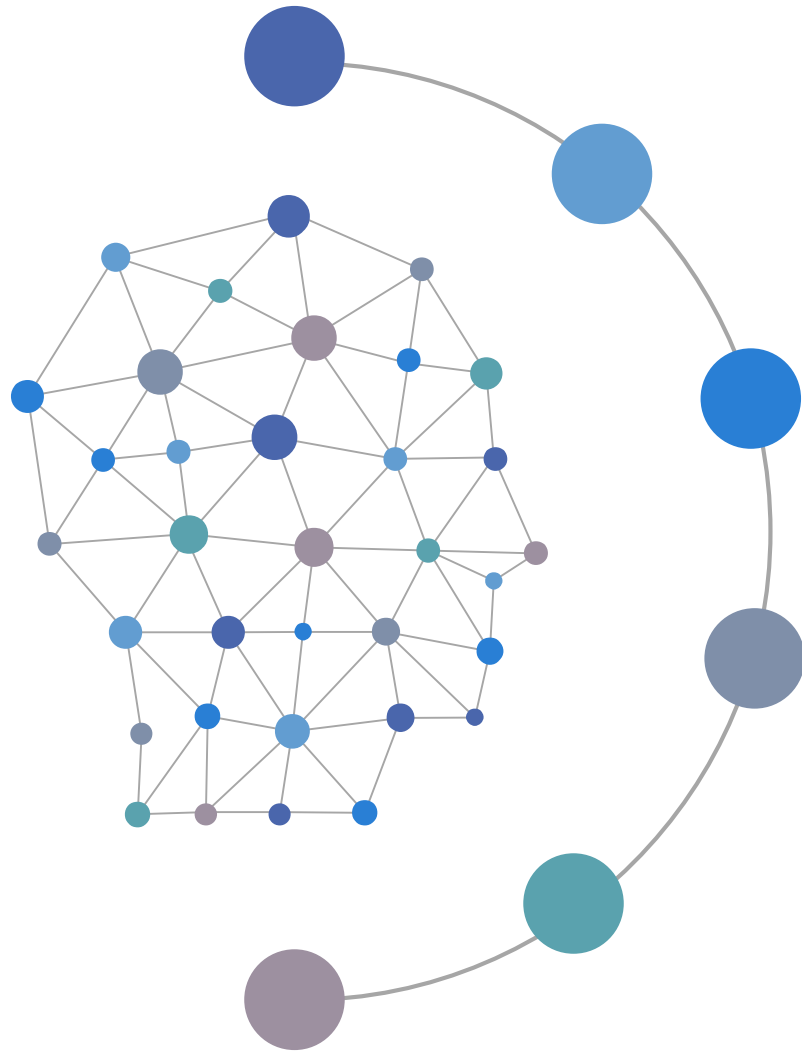


CUSTOMER ADVOCACY

- [LSM594](#)-Service Excellence for Leaders
- [LSM582](#)-Managerial Decision Making
- [CESYS502](#)-Targeting Product and Service Designs to Customers' Needs
- [LSM551](#)-Measuring Customer Preferences
- [LSM554](#)-Predicting and Managing Customers' Lifetime Value

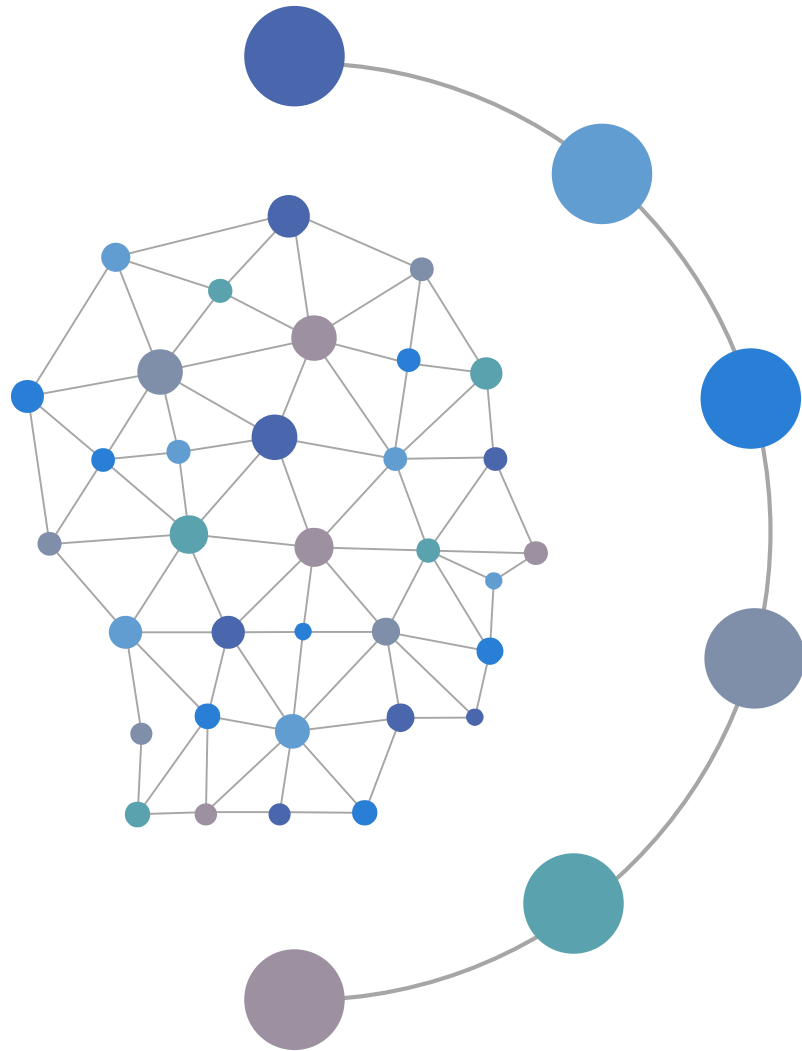
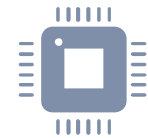


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MANAGER OF A BUSINESS : TRANSITION LEVEL 4 | LEVEL C1 : COMPETENCY-COURSE MAPPING

B BEHAVIOUR DESCRIPTORS



DRIVING CHANGE

- [LSM591](#)-Sustaining Change: Leading with Agility & Engagement
- [LSM585](#)-Developing and Leading Teams
- [LSM588](#)-Presentation and Presence
- [LSM587](#)-Fostering Innovation & Creativity
- [LSM595](#)-Leading across Cultures
- [LSM586](#)-Becoming a Credible Leader
- [LSM583](#)-Leading Strategic Change

LEADING GROUPS

- [LSM584](#)-Establishing a Coaching Mindset
- [LSM585](#)-Developing and Leading Teams
- [LSM595](#)-Leading across Cultures
- [LSM591](#)-Sustaining Change: Leading with Agility & Engagement
- [LSM586](#)-Becoming a Credible Leader

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MANAGER OF A BUSINESS : TRANSITION LEVEL 4 | LEVEL C1 : COMPETENCY-COURSE MAPPING

B BEHAVIOUR DESCRIPTORS

INNOVATION

- [LSM582](#)-Managerial Decision Making
- [LSM587](#)-Fostering Innovation & Creativity
- [LSM541](#)-Competitive Advantage and Profitability
- [LSM545](#)-The Application of Game Theory to Business Strategy
- [HAME509](#)-Risk and Return: How to Identify, Measure, and Incorporate Into Capital Budgeting Decisions

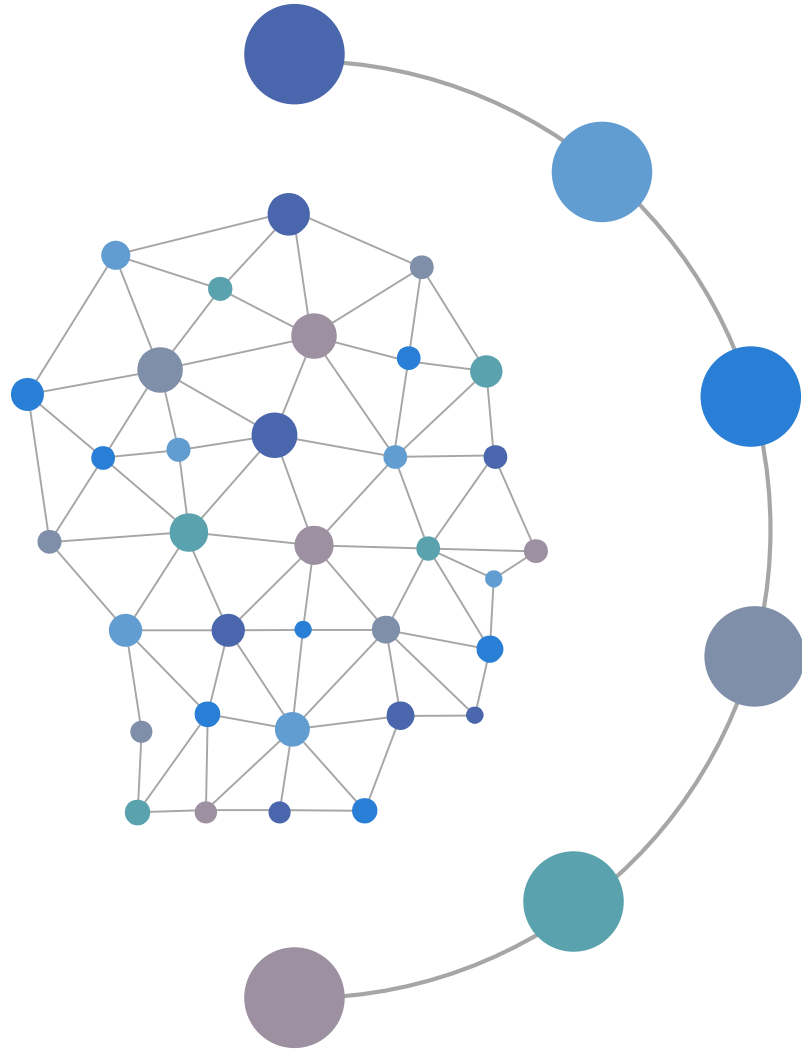


BUSINESS ACUMEN

- [LSM582](#)-Managerial Decision Making
- [HAME507](#)-Mastering the Time Value of Money
- [HAME508](#)-Making Capital Investment Decisions
- [HAME509](#)-Risk and Return: How to Identify, Measure, and Incorporate Into Capital Budgeting Decisions
- [HAME510](#)-Raising Capital: The Process, the Players, and Strategic Considerations
- [HAME513](#)-Understanding Financial Statements
- [HAME514](#)-Using Ratio Analysis to Evaluate Financial Performance
- [LSM531](#)-Choosing the Right Performance Measures for Your Organization
- [LSM532](#)-Aligning Performance Measures with Business Strategy
- [LSM534](#)-Measuring and Improving Margins
- [LSM521](#)-Essentials of Marketing Strategy
- [LSM524](#)-Creating and Communicating the Value of Your Brand
- [LSM553](#)-Using Data for Positioning Brands



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An aerial photograph showing a wide, light-colored stone walkway with dark vertical stripes, running parallel to a large, well-maintained green lawn. To the left of the walkway are several trees, including one with white blossoms. To the right, there are more trees with yellowish-green foliage. The scene is captured from a high angle, looking down.

THANK YOU

Please give feedback at L&OD@Zensar.com