

Executive Program Management

Program Management and Execution for Key Account Success

COURSE OVERVIEW

Executive Program Management is an interactive workshop for Key Account Directors (KADs) focused on effective program management, executive engagement and team leadership for collaboration and success.

The workshop combines strategies, tools, and best practices to help you create a compelling vision and set the stage for success. You will learn about account governance, including meaningful and effective internal and customer reviews; how to effectively leverage executive sponsors and internal resources; and lead and motivate teams for joint success.



Target Audience
Key Account
Directors



Duration & Delivery
2-Days of Instructor-
led Training

LEARNING OUTCOMES



- Create a compelling strategy and vision, that sets the stage for successful outcomes for the customer and Oracle.
- Develop an effective strategy for account governance, including a plan and cadence for productive reviews with the customer; and with the Oracle team for alignment of strategy, priorities and resources.
- Successfully leverage and engage Oracle Executive Sponsors with your key account.
- Create a collaborative team environment that encourages innovation. Know how to coach and motivate the team to work together for the success of the customer.
- Effectively leverage internal resources; and deal with resistance, conflict and competing priorities to achieve the vision and results.
- Create a customer-centric culture within the Oracle team. Track, measure, communicate and promote success.

PREPARE



Prior to attending this workshop, please ensure you develop a business overview presentation for your key account that includes executive relationships, top initiatives, challenges, and what help you need. A template is provided as part of this learning plan.

REINFORCEMENT



Completion and review of a 3-year strategic account plan for your key account.