



**PAN  
AFRICAN**

Learning and Growth Network

## TRANSITION TO GENERAL MANAGEMENT (TGM)

Be equipped with the knowledge, tools and confidence you need to step up to general management.

*For Senior Functional Managers  
with 8 years of management experience,  
aspiring to become general managers.*

**SUNBIRD KU CHAWE INN**  
ZOMBA, MALAWI

**19-23  
MAY  
2025**

**REGISTRATIONS FEE**  
**K1,950,000**  
VAT EXCLT

FROM  
**8:30**  
TILL 4PM

**LIMITED TO  
15 DELEGATES PER CLASS**

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## CONTENT OVERVIEW

### COMPREHENSIVE LEADERSHIP DEVELOPMENT IN A DISRUPTIVE AGE

Although you will already have achieved success as a functional expert, stepping up to general management can be a difficult and potentially risky transition. General Managers need a comprehensive toolkit to make this transition from specialist to generalist a successful one.

The Transition to General Management (TGM) program is a general-management-level program. With a dual focus on business foundations and leadership development, it is exclusively designed to train you with all the skills and knowledge needed for your transition to general management.

This senior management program will give you the confidence to manage the complexity you will be facing as you develop from a specialist into a generalist. Our unique tools and insights will prepare you to succeed in this most difficult of transitions, the point in a manager's career when they need to quickly expand their knowledge of business.

### WHO SHOULD ATTEND THIS PROGRAM?

Breadth and depth are what characterize TGM participants. As the name implies, they are from a diverse background that it is hard to generalize about them. But one thing is sure: they are all proven senior managers in their own area of business. And now they are ready for the next step up: a highly successful general-management career. Some have already been promoted, while others are about to make that big breakthrough.

Participants also tend to fit the following profile:

- Senior functional or technical managers about to make the transition to general management or recently appointed general managers
- At least eight years' management experience with an outstanding track record in one or more functional areas of business.

We ensure that everyone is at more or less that same crucial career transition.

## BENEFITS OF ATTENDING THE TGM COURSE



### Grounding in the key business disciplines

Leave with an integrated view of business by discovering key linkages across disciplines, thus helping you deliver effective general management decision-making



### Managing disruption

Gain insights into key issues facing general managers in today's business environment, such as the challenges of digital disruption



### Enhanced leadership skills

Achieve increased confidence and managerial impact through our integrated Leadership Development Process



### Managing for value

Develop a keen understanding of how to "manage for value," not managing the "metrics"



## KEY LEARNING CONCEPTS

A senior leadership program, Transition to General Management allows participants to explore skills and expertise from a holistic perspective and gain understanding of management concepts that they need as they move into generalist roles.

During group work, case studies and coaching, and through the blending of business foundations with leadership development, the program equips senior managers to make the move to general management and covers three key concepts that prepares senior managers to make the transition:



### **Business Foundations**

Learn rigorous concepts and systematic tools to understand and know your customers anywhere in the world. We cover market orientation, market creation, targeting, building customer value, competitive advantage, customer relationship management and much more. Topics include:

- Marketing including concepts and tools to understand and know your customers anywhere in the world
- Organizational behavior and leadership
- Finance and financial accounting
- Strategyation
- Operations management
- The global economy



### **Leadership Development**

A specific Leadership Development Process runs throughout the program, helping you to better understand yourself and develop a personalised plan of action. It involves:

- Personal development plans
- 360° survey and feedback
- Outdoor teamwork
- Coaching: the Global Executive Leadership Inventory
- Negotiation
- Communication
- Managing re-entry
- Leadership Decision-Making frameworks such as Fair Process Leadership



### **Managing for value**

At its core, general management is about creating value. With value creation and management in mind, new general managers need to focus on the long-term, organisations-wide impact of any act or decision – as opposed to measuring success with narrowly defined, short-term performance indicators. It is this value creation and management that the Transition to General Management program is centered on. This involves:

- Value proposition
- Value delivery
- Value capture

## **CERTIFICATE**

On completion of the training a PALGNET Certificate of Attendance will be awarded to delegates.

