

UNIT 1 – Leadership theories and models

- 3.1.a. [Leadership theories and models](#)
- 3.1.b. [Strategic planning and strategic thinking](#)
- 3.1.c. [Leadership skills and techniques](#)
- 3.1.d. [How to resolve conflicts](#)
- 3.1.e. [Evaluating possible risks in a company](#)

UNIT 2 – Developing a vision statement

- 3.2.a. [What is a vision statement](#)
- 3.2.b. [How to develop a vision statement](#)
- 3.2.c. [Skills and techniques for an effective vision statement](#)
- 3.2.d. [How to set the goals of a company](#)
- 3.2.e. [How to shape the direction and strategy of a company](#)
- 3.2.f. [Vision and mission statements, video examples](#)

UNIT 3 – Crisis management theories and techniques

- 3.3.a. Crisis management theories
- 3.3.b. How to develop a strategic management and creative cooperation
- 3.3.c. How to utilize crisis management techniques
- 3.3.d. How to build teamwork
- 3.3.e. Creating morale and Creative Thinking
- 3.3.f. How to communicate under pressure