

steeluniversity

steelManagement-27



An intensive course on
steel business strategy
to lead with vision.

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ASSOCIATION

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Leading through transformation

The steel industry is navigating a period of major transformation, shaped by decarbonisation, digitalisation, shifting markets, and rising expectations for sustainable growth.

steelManagement-27 is designed for high-potential professionals and emerging leaders who are preparing to take on broader strategic responsibilities. The programme helps participants **develop the mindset, tools, and network needed to lead with vision** in a changing steel industry.

Through real-world case studies, expert-led discussions, and group work, participants strengthen their ability to analyse complex challenges, make informed decisions, and drive positive change across the steel value chain.

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Programme at a glance



Dates

29 Nov – 4 Dec 2026



Duration

6 days



Location

Bangkok, Thailand



Format

In-person residential



Language

English



Register before

15 November 2026


steelManagement
Bangkok | Thailand
29 Nov - 4 Dec 2026



Why participate?

steelManagement-27 is designed for professionals preparing to take on broader responsibilities in a changing steel industry.

You will explore the forces shaping the future of steel, strengthen your ability to think and act strategically, and work with peers to address realistic business challenges. The programme combines expert insight, group discussion, case-based learning, and hands-on simulation to help you connect strategy with practical leadership decisions.

What will you gain?



Strategic perspective

Understand the forces reshaping the steel industry and how they affect long-term business decisions.



Leadership readiness

Strengthen your ability to lead teams, projects, and change in complex environments.



Practical decision-making

Apply strategic tools through case studies, steelBusiness, and group work.



Industry network

Connect with peers and experts from across the international steel community.



The steelManagement approach

The steelManagement course is structured around **three key pillars: thinking strategically, acting strategically, and influencing strategically**. These pillars form the foundation for developing effective leadership skills in the steel sector.



Think Strategically: Learn how to analyse the wider business environment, assess risks, and make informed decisions that align with the long-term objectives of your organisation.



Act Strategically: Understand how to execute strategies efficiently, manage projects, and adapt to changing circumstances while keeping the overall organisational goals in mind.



Influence Strategically: Inspire and motivate teams, negotiate and resolve conflicts, and engage with stakeholders to gain their support for strategic initiatives.

Strategy in action

At the centre of steelManagement-27 is a **real-world business case**. You will work in teams to analyse a company scenario, define priorities, and propose strategic responses.

The programme also includes **steelBusiness**, a team-based simulation where participants test decisions, manage trade-offs, and experience the impact of strategy in action.



Case-based learning

Work with your team to diagnose a realistic company challenge, evaluate strategic options, and present your recommendations.



Play steelBusiness!

Make decisions in a dynamic business environment, manage trade-offs, and experience how strategy affects company performance.

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The goal

By integrating these three pillars, steelManagement-27 helps participants connect strategic thinking with practical execution and leadership influence. The programme equips them with the mindset, tools, and confidence to **lead with vision** in a changing steel industry.

Who should attend?

steelManagement-27 is designed for high-potential professionals, emerging leaders, and managers in the steel industry who are preparing to take on broader strategic responsibilities. The programme is especially relevant for professionals involved in operations, commercial roles, strategy, sustainability, innovation, technical leadership, or business development.



High-potential professionals
Ready to take on broader responsibilities.



Managers and team leaders
Strengthening strategic decision-making and influence.



Emerging leaders
Preparing to lead teams, projects, and change.



Bangkok | Thailand
29 Nov - 4 Dec 2026



Register at steeluniversity.org

Join steelManagement-27

We invite you to participate in the premier leadership development experience for the steel industry.

Held from **Nov 29 to Dec 4 - 2026**, in **Bangkok, Thailand**, this programme offers an unparalleled opportunity to enhance your strategic skills, gain global recognition, and connect with industry leaders shaping the future of steel.

Register at steeluniversity.org

Individual participants can register directly through steeluniversity.org. For company, university, or group participation, please contact steeluniversity at avila@steeluniversity.org.

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