

ADVANCED MANAGEMENT PROGRAM (AMP)

Madrid - Spain

26 - Oct 2026 - 30 - Oct 2026

\$6,000



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Introduction

The Advanced Management Program (AMP) offered by Gentex Training Center is designed to prepare business leaders to thrive in complex, uncertain, and rapidly changing environments. Senior managers and executives today face increasing demands to balance strategy, technology, governance, and innovation while ensuring sustainable value creation for their organizations.

This program provides a structured and practical approach to help leaders diagnose competitive challenges, mobilize teams for impact, redesign business processes, and use digital tools such as data and AI responsibly. Participants gain a comprehensive perspective on how to lead transformation and communicate effectively at board and enterprise levels.

Through case studies, simulations, and executive-level toolkits, AMP bridges strategy, leadership, digital innovation, and governance into one integrated learning experience. By the end of the course, participants will be equipped to deliver long-term organizational performance and lead confidently in high-stakes environments.

Advanced Management Program (AMP) Course Objectives

- Diagnose complex business environments and competitive contexts.
- Apply strategic logic to achieve sustainable value creation.
- Lead high-performance teams with accountability, influence, and negotiation skills.
- Redesign and optimize business processes for scalability and efficiency.
- Leverage data analytics and artificial intelligence to drive informed decision-making while ensuring responsible use.
- Manage corporate transformation with strong governance, risk management, and ethical oversight.
- Communicate board-ready strategies with clarity, confidence, and measurable impact.





Course Methodology

This program uses a blended methodology combining executive case-method discussions, practical simulations, toolkits, templates, and action-oriented exercises. Each participant engages in scenario planning, negotiation labs, process redesign workshops, and AI business case analysis to ensure applied learning that can be directly transferred to the workplace.

Who Should Take This Course

- Senior managers with organizational-wide responsibilities.
- Executives and directors seeking to elevate decision-making skills.
- Leaders preparing to enhance their influence in boardroom settings.
- Professionals responsible for guiding organizations through transformation and change.

Advanced Management Program (AMP) Course Outlines

Day One: Strategy & Competitive Advantage

- External analysis & profit pools: PESTLE, Five Forces, disruption signals, value mapping.
- Internal advantage & fit: VRIO framework, activity systems, willingness-to-pay vs. cost drivers.
- Corporate scope & ecosystems: make, buy, ally decisions, platforms, alliances.
- Strategy under uncertainty: scenarios, real options, and hypothesis testing.

Day Two: Leadership, Teams & Negotiation

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- Leadership models and styles: transformational, adaptive, situational, and more.
- High-performance team cultures: roles, norms, feedback, psychological safety.
- Negotiation toolkit: BATNA, ZOPA, MESO, sequencing, and cross-cultural deal making.
- Influence & culture: stakeholder mapping, storytelling, and handling difficult conversations.

Day Three: Business Process Management (BPM)

- Process architecture & customer focus: SIPOC, journey mapping, pain-point analysis.
- Excellence tools: identifying bottlenecks, improving flow, reducing rework loops.
- KPI architecture & measurement: lead vs. lag indicators, SLAs, benefits tracking.
- Automation & process intelligence: BPMN 2.0, process mining, and RPA workflows.

Day Four: Digital, Data & AI for Managers

- Data-to-decision pipeline: metrics design, experimentation, segmentation.
- AI business applications: forecasting, pricing, customer experience, planning.
- Responsible AI & compliance: fairness, privacy, transparency, monitoring.
- Value capture: building cases, vendor evaluation, scaling pilots responsibly.

Day Five: Innovation, Transformation & Corporate Governance

- Managing innovation: ambidexterity, venture boards, ecosystem collaboration.
- Strategy-to-execution alignment: OKRs, BSC, benefits ownership, review cadence.
- Governance & risk: ESG, ERM, cybersecurity, crisis tabletop exercises.
- Board-ready communication: building impactful executive narratives, trade-off management, 90-day planning.



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Conclusion

By successfully completing the Advanced Management Program (AMP) with Gentex Training Center, participants will gain advanced strategic thinking, leadership excellence, and digital innovation skills required to lead organizations in dynamic environments. The program ensures executives are better prepared to create value, guide transformation, and influence at the highest levels of governance.

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