

ADVANCED PROFESSIONAL CERTIFICATE IN STRATEGIC LEADERSHIP



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TRAINING CENTER



Introduction

Strategic leadership is the discipline of choosing a direction and then building the organisation that can deliver it. The Advanced Professional Certificate in Strategic Leadership Training Course develops that discipline across strategy, people, governance, and execution. Participants learn to analyse their environment, set a clear strategic direction, and translate it into plans that teams can act on. Furthermore, the course covers stakeholder influence, organisational culture, and change leadership. In addition, it addresses risk, performance measurement, and ethical decision-making at senior level. As a result, participants return able to lead strategically rather than manage reactively.

Advanced Professional Certificate in Strategic Leadership Course Objectives

- Apply PESTLE, SWOT, and Porter's Five Forces to strategic analysis.
- Build strategy using vision, mission, and the Balanced Scorecard.
- Translate strategy into departmental plans with owners and milestones.
- Apply stakeholder mapping and power-interest analysis to build alignment.
- Lead change with Kotter's eight-step model and communication planning.
- Shape organisational culture through values and leadership behaviour.
- Apply ethical decision-making frameworks to complex dilemmas.
- Manage strategic risk using risk registers and scenario planning.
- Design performance frameworks with strategic KPIs and dashboards.
- Build a personal strategic leadership development plan.

Course Methodology

- Instructor-led sessions combining strategy theory with applied practice.

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- Case studies from corporate, public, and non-profit strategic leadership.
- Practical exercises in strategy mapping, scenario planning, and briefing papers.
- Simulation of a strategic decision-making cycle under uncertainty.
- Group workshops building strategic plans and KPI frameworks.
- Continuous knowledge checks and a final assessed strategy project.

Who Should Take This Course

- Senior managers and heads of function.
- Directors preparing for executive responsibility.
- Strategy and planning managers.
- Programme and transformation leaders.
- Board and governance advisors.
- High-potential managers on executive development tracks.

Advanced Professional Certificate in Strategic Leadership Course Outlines

Day 1: Strategic Thinking and Analysis

- Strategic versus operational leadership.
- Environmental analysis with PESTLE, SWOT, and Porter's Five Forces.
- Competitive positioning and value creation models.
- Scenario planning and dealing with uncertainty.
- Strategic vision, mission, and objective setting.
- Common causes of strategy failure.
- Workshop: conducting a strategic analysis of an organisation.





Day 2: Strategy Formulation and Planning

- Strategy formulation models and strategic choices.
- Strategy maps and the Balanced Scorecard.
- Translating strategy into departmental plans and milestones.
- Resourcing, budgeting, and strategic investment choices.
- Strategic portfolio management and prioritisation.
- Communicating strategy across the organisation.
- Workshop: building a strategy map and implementation plan.

Day 3: Leading People and Culture

- Leadership styles and situational leadership at senior level.
- Emotional intelligence and personal leadership presence.
- Organisational culture: values, behaviours, and symbols.
- Building high-performing leadership teams.
- Talent development, succession, and capability planning.
- Ethical leadership and value-based decision-making.
- Workshop: defining a culture and leadership behaviour plan.

Day 4: Stakeholders, Risk, and Governance

- Stakeholder mapping and power-interest analysis.
- Influence and negotiation with senior stakeholders.
- Governance structures, accountability, and board relations.
- Strategic risk registers and mitigation planning.
- Business continuity and crisis leadership.

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- Regulatory and ethical compliance considerations.
- Workshop: preparing a stakeholder and risk alignment plan.

Day 5: Execution, Performance, and Change

- Kotter's eight-step change model and communication planning.
- Building execution discipline and accountability.
- Strategic KPIs and performance dashboard reporting.
- Reviewing strategy and adjusting in response to results.
- Personal resilience and leading under sustained pressure.
- Building a personal strategic leadership development plan.
- Workshop: presenting a strategic leadership and delivery plan.

Conclusion

By successfully completing the Advanced Professional Certificate in Strategic Leadership Training Course, participants will have acquired the knowledge to analyse their strategic environment, formulate and communicate a clear direction, align stakeholders, manage strategic risk, and lead change with an execution plan. They will also gain the ability to build performance frameworks and shape organisational culture through leadership behaviour. Furthermore, the course prepares leaders to move from reactive management to deliberate strategic leadership. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready strategic practice.

FAQs





Q1 What is the "Advanced Professional Certificate in Strategic Leadership" course about?

It is a comprehensive programme on leading strategically at senior level. It covers strategic analysis, strategy formulation and planning, culture and people leadership, stakeholder and governance management, strategic risk, change leadership, and performance measurement with strategic KPIs.

Q2 What are the key benefits of the "Advanced Professional Certificate in Strategic Leadership" course?

Participants gain a structured method for setting direction and making strategic choices with confidence rather than by instinct. The course improves alignment between strategy and departmental delivery, strengthens stakeholder support, reduces strategic risk exposure, and gives leadership credible measures for tracking progress and adjusting course.

Q3 What skills will I gain from the "Advanced Professional Certificate in Strategic Leadership" course?

Strategic analysis and direction setting; strategy formulation, planning and communication; stakeholder alignment and governance management; and strategic risk control, change leadership and performance measurement.



Q4 What tools, methods, or standards are covered in the "Advanced Professional Certificate in Strategic Leadership" course?

The course covers PESTLE, SWOT, and Porter's Five Forces, scenario planning, strategy maps and the Balanced Scorecard, strategic portfolio prioritisation, stakeholder power-interest grids, governance and accountability frameworks, strategic risk registers, Kotter's eight-step change model, business continuity planning, ethical decision-making frameworks, and strategic KPI dashboards.

Q5 How is the "Advanced Professional Certificate in Strategic Leadership" course applied in real-world practice?

Graduates apply it by running structured strategic analysis, building a strategy map with measurable objectives, and converting it into departmental plans with owners and milestones. They also align stakeholders around the direction, maintain strategic risk registers, lead change with a communication plan, and review performance dashboards to adjust strategy.