

BUSINESS PROFESSIONAL IN LEADERSHIP



GENTEX[®]
TRAINING CENTER



Introduction

Leadership in a professional setting requires more than confidence; it requires commercial judgement, credible communication, and the discipline to deliver results through others. The Business Professional in Leadership Training Course develops those qualities together rather than treating business knowledge and leadership skill as separate subjects. Participants learn to set direction, lead teams, manage stakeholder relationships, and make decisions grounded in evidence and commercial reality. Furthermore, the course covers performance measurement, organisational awareness, and professional conduct. In addition, it addresses change leadership and personal credibility. As a result, participants return able to lead with judgement, communicate with authority, and contribute at a senior professional level.

Business Professional in Leadership Course Objectives

- Set direction using vision, strategic objectives, and SMART goal setting.
- Apply the situational leadership model to different team members.
- Read business performance through financial and operational indicators.
- Apply SWOT, PESTLE, and the Balanced Scorecard to business decisions.
- Build stakeholder relationships using power-interest analysis.
- Communicate credibly with senior audiences and business partners.
- Delegate, coach, and manage performance fairly and consistently.
- Lead change using Kotter's eight-step model and communication planning.
- Apply ethical judgement and professional standards to leadership decisions.
- Build a personal business leadership development plan.

Course Methodology

- Instructor-led sessions linking business acumen with leadership practice.
- Case studies from corporate, public, and industrial organisations.

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- Practical exercises in strategy framing, business cases, and briefing papers.
- Role-play exercises on stakeholder influence, feedback, and difficult conversations.
- Group workshops building leadership plans and KPI frameworks.
- Continuous knowledge checks and a final assessed business leadership project.

Who Should Take This Course

- Middle and senior managers leading business functions.
- Professionals moving from technical roles into leadership.
- Business unit and department heads.
- Programme and transformation leaders.
- High-potential staff on leadership development tracks.
- Consultants and advisors working with leadership teams.

Business Professional in Leadership Course Outlines

Day 1: Leadership and Business Direction

- Leadership versus management in a commercial context.
- Vision, mission, and SMART strategic objectives.
- Leadership styles and the situational leadership model.
- SWOT and PESTLE analysis for business direction.
- Aligning team objectives with organisational priorities.
- Professional conduct, ethics, and credibility.
- Workshop: building a leadership direction statement for your function.

Day 2: Business Acumen for Leaders



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- Business models and how organisations create value.
- Reading income statements, balance sheets, and cash flow.
- Cost, margin, and break-even concepts for management decisions.
- Budget preparation, forecasting, and variance analysis.
- Investment appraisal with payback and net present value.
- KPI frameworks and Balanced Scorecard reporting.
- Workshop: analysing a departmental budget and performance report.

Day 3: Leading Teams and Performance

- Building high-performing teams using the Tuckman model and RACI clarity.
- Delegation levels and accountability for delivery.
- Coaching with the GROW model and structured reviews.
- Feedback using the SBI model and performance improvement plans.
- Motivation, engagement, and recognition practices.
- Managing conflict and difficult behaviour constructively.
- Workshop: running a performance and coaching conversation.

Day 4: Stakeholders, Influence, and Communication

- Stakeholder mapping and power-interest analysis.
- Influence without authority and evidence-based persuasion.
- Negotiation techniques for resources and priorities.
- Preparing briefings, business cases, and decision papers.
- Communicating with boards, executives, and external partners.
- Crisis communication and reputational awareness.
- Workshop: presenting a business case to a senior audience.





Day 5: Change, Risk, and Leadership Impact

- Kotter's eight-step change model and change communication.
- Risk identification, registers, and mitigation planning.
- Governance, accountability, and internal control awareness.
- Measuring leadership impact with business and team KPIs.
- Personal resilience and leading under sustained pressure.
- Building a personal business leadership development plan.
- Workshop: presenting a leadership impact and development plan.

Conclusion

By successfully completing the Business Professional in Leadership Training Course, participants will have acquired the knowledge to set business direction, read financial and operational performance, build and lead teams, manage stakeholders, and drive change with a structured plan. They will also gain the ability to apply ethical judgement and measure leadership impact through clear indicators. Furthermore, the course prepares professionals to lead with commercial credibility at a senior level. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready business leadership.

FAQs



Q1 What is the "Business Professional in Leadership" course about?

It is a practical programme that combines business acumen with leadership capability. It covers strategic direction setting, financial and operational performance analysis, team leadership and performance management, stakeholder influence and communication, change leadership, risk awareness, and professional ethics.

Q2 What are the key benefits of the "Business Professional in Leadership" course?

Participants gain the commercial credibility to lead convincingly at senior level, which improves how their proposals are received and funded. The course strengthens financial and performance understanding, improves team leadership and delegation, builds stakeholder influence, and equips leaders to manage change and risk with structured methods.

Q3 What skills will I gain from the "Business Professional in Leadership" course?

Strategic direction setting and business analysis; financial literacy, budgeting and performance measurement; team leadership, delegation, coaching and feedback; and stakeholder influence, change leadership and risk management.



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

The course covers the Business Model Canvas, SWOT and PESTLE analysis, the Balanced Scorecard, SMART objectives, income statement, balance sheet and cash flow reading, break-even and net present value appraisal, KPI frameworks, the Tuckman team development stages, the RACI matrix, the GROW coaching model, the SBI feedback model, stakeholder power-interest grids, Kotter's eight-step change model, and risk registers.

Q5 How is the "Business Professional in Leadership" course applied in real-world practice?

Graduates apply it by setting team objectives from organisational priorities, monitoring budgets and KPIs, and preparing business cases with clear financial reasoning. They also delegate with defined authority, coach and review their teams, build support with key stakeholders, lead change with a communication plan, and track leadership impact through measurable results.