

CERTIFIED LEADERSHIP AND MANAGEMENT MASTERCLASS



GENTEX[®]
TRAINING CENTER



Introduction

Leadership and management succeed when they operate as one discipline rather than two competing priorities. The Certified Leadership and Management Masterclass Training Course develops that combined capability at a senior professional level. Participants learn to set strategic direction, build and lead teams, manage budgets and resources, and drive change that holds after the launch date. Furthermore, the course covers performance measurement, risk and governance, and stakeholder influence. In addition, it addresses coaching, delegation, and ethical judgement under pressure. As a result, participants return able to lead a function with credibility and deliver results leadership can be measured on.

Certified Leadership and Management Masterclass Course Objectives

- Set strategic direction using vision, SWOT, PESTLE, and the Balanced Scorecard.
- Translate strategy into departmental plans with budgets and milestones.
- Apply situational leadership and emotional intelligence to leading people.
- Build high-performing teams using the Tuckman model and RACI clarity.
- Coach and develop staff using the GROW model and structured feedback.
- Read financial statements, control costs, and analyse variances.
- Apply process mapping and Lean thinking to operational improvement.
- Manage risk using risk registers and mitigation planning.
- Lead change with Kotter's eight-step model and communication planning.
- Measure leadership and management impact with clear KPIs.

Course Methodology

- Instructor-led sessions combining leadership theory with management practice.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Case studies from corporate, public, and industrial organisations.
- Practical exercises in strategy mapping, budgeting, and business cases.
- Role-play exercises on coaching, negotiation, and difficult conversations.
- Group workshops building operating plans, KPI sets, and risk registers.
- Continuous knowledge checks and a final assessed masterclass project.

Who Should Take This Course

- Department managers and heads of function.
- Senior managers preparing for executive responsibility.
- Programme and business unit leaders.
- High-potential managers on development tracks.
- Experienced supervisors moving into management.
- Professionals seeking a rigorous leadership and management credential.

Certified Leadership and Management Masterclass Course Outlines

Day 1: Strategic Leadership and Direction

- Leadership versus management at senior level.
- Environmental analysis with SWOT and PESTLE.
- Vision, mission, and strategic objective setting.
- Strategy maps and the Balanced Scorecard.
- Aligning departmental plans with organisational strategy.
- Governance, ethics, and decision authority.
- Workshop: building a departmental strategy map.





Day 2: Leading and Developing People

- Situational leadership and adapting to individuals.
- Emotional intelligence in leadership practice.
- Building high-performing teams using the Tuckman model and RACI clarity.
- Coaching with the GROW model and structured reviews.
- Feedback using the SBI model and performance improvement plans.
- Succession planning and developing future leaders.
- Workshop: coaching and feedback practice session.

Day 3: Financial and Resource Management

- Reading income statements, balance sheets, and cash flow.
- Budget preparation, forecasting, and variance analysis.
- Costing methods and break-even analysis.
- Investment appraisal with payback and net present value.
- Capacity planning, procurement, and cost control.
- Resource allocation and prioritisation decisions.
- Workshop: analysing a departmental budget variance report.

Day 4: Operations, Risk, and Performance

- Process mapping and identifying bottlenecks.
- Lean thinking and waste reduction in daily operations.
- Risk registers, assessment, and mitigation planning.
- Internal control and governance awareness.
- KPI design and performance dashboard reporting.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Managing underperformance with improvement plans.
- Workshop: building a risk register and KPI set.

Day 5: Change Leadership, Influence, and Impact

- Kotter's eight-step change model and change communication.
- Stakeholder mapping and power-interest analysis.
- Negotiation techniques for resources and priorities.
- Building the case for change and addressing resistance.
- Measuring leadership impact with engagement and delivery KPIs.
- Building a personal leadership and management development plan.
- Workshop: presenting a leadership impact and change plan.

Conclusion

By successfully completing the Certified Leadership and Management Masterclass Training Course, participants will have acquired the knowledge to set strategic direction, translate it into plans and budgets, lead and develop teams, control risk and performance, and drive change with a structured plan. They will also gain the ability to measure their own impact and influence stakeholders credibly at senior level. Furthermore, the course prepares managers to lead a function rather than manage tasks alone. Gentex Training Center delivers this programme with a strong emphasis on practical, workplace-ready leadership and management practice.

FAQs





Q1 What is the "Certified Leadership and Management Masterclass" course about?

It is an advanced programme combining senior leadership and management practice. It covers strategic planning with SWOT, PESTLE, and the Balanced Scorecard, people leadership and development, budgeting and financial control, operations and risk management, performance measurement, change leadership, and stakeholder negotiation.

Q2 What are the key benefits of the "Certified Leadership and Management Masterclass" course?

Participants gain a complete senior management perspective that connects strategy to daily delivery, which reduces misalignment between functions. The course improves financial literacy and resource control, raises team performance and retention, strengthens risk and performance governance, and builds the confidence to lead change and negotiate at senior level.

Q3 What skills will I gain from the "Certified Leadership and Management Masterclass" course?

Strategic planning and departmental objective setting; team leadership, coaching and people development; budgeting, financial analysis and risk control; and performance measurement, change leadership and stakeholder negotiation.



Q4 What tools, methods, or standards are covered in the "Certified Leadership and Management Masterclass" course?

The course covers SWOT and PESTLE analysis, strategy maps and the Balanced Scorecard, SMART objectives, the Tuckman team development stages, the RACI matrix, the GROW coaching model, the SBI feedback model, budgeting and variance analysis, break-even and net present value appraisal, process mapping, Lean thinking, risk registers, KPI dashboards, and Kotter's eight-step change model.

Q5 How is the "Certified Leadership and Management Masterclass" course applied in real-world practice?

Graduates apply it by translating strategy into departmental plans with budgets, milestones, and KPIs, and by coaching and developing their teams through regular structured conversations. They also review financial and operational performance monthly, maintain risk registers, lead change with a communication plan, and negotiate resources with senior stakeholders using evidence.