

COMPREHENSIVE COURSE IN LEADERSHIP & STRATEGIC MANAGEMENT



GENTEX[®]
TRAINING CENTER



Introduction

Comprehensive Course in Leadership & Strategic Management connects two capabilities that senior roles demand together: leading people and directing organizations. Leaders must set direction, read markets, allocate resources, and still win the commitment of their teams. This Comprehensive Course in Leadership & Strategic Management Training Course covers both sides in one structured program. Participants examine leadership styles, motivation, and team development, then move into strategic analysis, competitive positioning, business models, and execution discipline. Furthermore, the course addresses performance measurement, change leadership, and risk-aware decision-making. As a result, participants leave able to build a credible strategy and lead the people who deliver it.

Comprehensive Course in Leadership & Strategic Management Course Objectives

- Apply leadership styles and situational leadership to different team and task conditions.
- Motivate and develop teams using Tuckman's stages and coaching conversations.
- Analyze the external environment with PESTEL and Porter's Five Forces.
- Assess internal capability using SWOT, VRIO, and the value chain.
- Define strategic direction through vision, mission, and strategic objectives.
- Select competitive strategy using Porter's generic strategies and Blue Ocean principles.
- Design and test business models with the Business Model Canvas.
- Translate strategy into execution using the Balanced Scorecard, OKRs, and KPIs.
- Lead organizational change with Kotter's eight steps and the ADKAR model.
- Manage strategic risk using risk registers and scenario planning.

Course Methodology

The course applies interactive, practice-based methods:



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- Facilitated workshops combining leadership and strategy exercises.
- Business case studies across industries and market conditions.
- Strategic analysis clinics using live templates and canvases.
- Leadership self-assessment and peer feedback.
- Team simulations and decision role-plays.
- Action planning that converts each framework into a workplace commitment.

Who Should Take This Course

- Senior and mid-level managers.
- Department heads and business unit leaders.
- Strategy, planning, and business development professionals.
- Project, program, and change managers.
- HR and organizational development professionals.
- Professionals preparing for executive-level responsibility.

Comprehensive Course in Leadership & Strategic Management Course Outlines

Day 1: Leadership Foundations and Self-Awareness

- Distinguishing leadership from management responsibilities.
- Reviewing leadership styles with Goleman's six styles framework.
- Applying situational leadership to team readiness levels.
- Building emotional intelligence and self-awareness.
- Establishing trust, credibility, and personal leadership presence.
- Assessing personal leadership strengths and development gaps.



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- Setting a personal leadership development focus.

Day 2: Leading People and High-Performing Teams

- Developing teams through Tuckman's stages of group development.
- Motivating individuals using Herzberg's and self-determination theories.
- Delegating with the five levels of delegation.
- Giving feedback with the SBI model and coaching with GROW.
- Managing conflict using ThomasKilmann conflict modes.
- Building psychological safety and shared accountability.
- Practicing leadership conversations in live role-play.

Day 3: Strategic Analysis and Direction

- Scanning the environment with PESTEL analysis.
- Assessing industry attractiveness with Porter's Five Forces.
- Evaluating internal resources with SWOT, VRIO, and the value chain.
- Defining vision, mission, and values with clarity.
- Setting strategic objectives and strategic priorities.
- Mapping stakeholders with powerinterest grids.
- Building a strategic position statement.

Day 4: Strategy Formulation and Business Models

- Selecting competitive strategy with Porter's generic strategies.
- Exploring new demand using Blue Ocean strategy tools.
- Designing and testing the Business Model Canvas.
- Evaluating growth options with the Ansoff matrix.



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- Prioritising portfolios with the BCG and GEMcKinsey matrices.
- Assessing strategic risk with risk registers and scenario planning.
- Reviewing make, buy, and partnership choices.

Day 5: Execution, Measurement, and Change Leadership

- Translating strategy into initiatives and roadmaps.
- Building a Balanced Scorecard and strategy map.
- Setting OKRs and selecting meaningful KPIs.
- Aligning budgets, structure, and incentives with strategy.
- Leading change with Kotter's eight steps and ADKAR.
- Running strategy reviews and course corrections.
- Finalizing a combined leadership and strategy action plan.

Conclusion

By successfully completing Comprehensive Course in Leadership & Strategic Management, participants will have acquired an integrated command of leading people and directing organizations, spanning leadership styles, team development, strategic analysis, business model design, execution systems, and change leadership. They will have gained skills in strategic thinking, performance measurement, and people leadership, plus a practical action plan. Gentex Training Center designed this program to build leaders who set direction and deliver it.

FAQs





Q1 What is the "Comprehensive Course in Leadership & Strategic Management" course about?

It combines people leadership with organizational strategy. Participants study leadership styles, team development, and motivation, then move into environmental analysis, competitive positioning, business model design, execution systems, and change leadership.

Q2 What are the key benefits of the "Comprehensive Course in Leadership & Strategic Management" course?

Participants gain clearer strategic direction, stronger execution discipline, and higher team performance. Leaders also make better-informed resource decisions, measure results more accurately, and lead change with less resistance and fewer stalled initiatives.

Q3 What skills will I gain from the "Comprehensive Course in Leadership & Strategic Management" course?

You will develop four core skills: strategic analysis and competitive positioning, people leadership and team development, strategy execution and performance measurement, and change leadership and strategic risk management.



Q4 What tools, methods, or standards are covered in the "Comprehensive Course in Leadership & Strategic Management" course?

The course covers PESTEL, Porter's Five Forces, SWOT, VRIO, the value chain, Porter's generic strategies, Blue Ocean tools, the Business Model Canvas, the Ansoff, BCG and GEMcKinsey matrices, the Balanced Scorecard, OKRs and KPIs, Kotter's eight steps, ADKAR, situational leadership, GROW coaching, and the SBI feedback model.

Q5 How is the "Comprehensive Course in Leadership & Strategic Management" course applied in real-world practice?

Participants apply the frameworks to live organizational tasks, such as building a strategic plan, selecting growth options, designing a scorecard, coaching team members, and leading a change rollout. Each module ends with an action commitment, so learning transfers directly into daily management work.