

EXECUTIVE LEADERSHIP MASTERY PROGRAM



GENTEX[®]
TRAINING CENTER



Introduction

Executive Leadership Mastery Program develops the judgement and influence that senior leaders need when their decisions shape the whole organisation. Executive roles differ from management roles: the problems are ambiguous, the information is incomplete, and the consequences extend beyond the quarter. This Executive Leadership Mastery Program Training Course builds that capability across five connected days. Participants examine strategic leadership, leading through influence, decision quality, executive communication, talent and culture, governance, and change at scale. Furthermore, the course covers stakeholder management, board relationships, and personal leadership presence. It also addresses managing personal resilience under sustained pressure. As a result, participants leave with a sharper leadership practice and a plan they can act on immediately.

Executive Leadership Mastery Program Course Objectives

- Apply strategic leadership practices that align organisation, strategy, and execution.
- Set direction with vision, strategic objectives, and the Balanced Scorecard.
- Lead through influence using Cialdini's principles and powerinterest mapping.
- Decide with quality using structured option analysis and decision rights.
- Communicate at executive level with the pyramid principle and message discipline.
- Build executive presence, credibility, and emotional intelligence.
- Develop talent and succession using the nine-box grid and capability planning.
- Shape culture with Schein's three levels and the Competing Values Framework.
- Govern performance through the board, committees, and assurance structures.
- Lead transformation with Kotter's eight steps and the ADKAR model.

Course Methodology



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The course applies interactive, practice-based methods:

- Facilitated workshops on live executive challenges.
- Simulation of board, executive committee, and stakeholder meetings.
- Case studies of executive success and failure.
- Role-play of high-stakes conversations and public communication.
- Peer consultation and structured executive feedback.
- Action planning that converts each framework into an executive commitment.

Who Should Take This Course

- Executives and senior leadership team members.
- Business unit and function heads.
- Senior managers preparing for executive responsibility.
- Board members and committee chairs.
- Strategy, risk, and governance leaders.
- Senior advisers supporting executive decision-making.

Executive Leadership Mastery Program Course Outlines

Day 1: Foundations of Executive Leadership

- Distinguishing executive leadership from operational management.
- Reviewing leadership styles with Goleman's six styles framework.
- Building emotional intelligence and executive self-awareness.
- Establishing credibility, trust, and executive presence.
- Understanding fiduciary duties and accountability.



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- Assessing your executive leadership strengths and gaps.
- Setting personal executive development priorities.

Day 2: Strategy, Direction, and Decision Quality

- Analysing the environment with PESTEL and Porter's Five Forces.
- Setting vision, strategic objectives, and strategic priorities.
- Translating strategy with the Balanced Scorecard and OKRs.
- Applying the decision quality framework to executive choices.
- Managing risk appetite and strategic risk registers.
- Balancing short-term performance with long-term investment.
- Building a strategic direction statement.

Day 3: Influence, Communication, and Stakeholders

- Structuring executive messages with the pyramid principle.
- Communicating vision, strategy, and change convincingly.
- Applying Cialdini's principles of influence ethically.
- Mapping stakeholders with powerinterest and salience analysis.
- Managing board relationships, papers, and challenge.
- Handling media and public scrutiny responsibly.
- Delivering an executive communication with peer feedback.

Day 4: Talent, Culture, and Organisational Capability

- Building executive teams with complementary strengths.
- Applying the nine-box grid to talent and succession review.
- Developing capability for the future operating model.



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- Shaping culture with Schein's three levels and the Competing Values Framework.
- Building accountability and psychological safety at the top.
- Designing executive incentive and performance frameworks.
- Building a talent and culture plan.

Day 5: Governance, Transformation, and Resilience

- Governing performance through boards, committees, and assurance.
- Leading transformation with Kotter's eight steps and the ADKAR model.
- Aligning structure, systems, and governance with strategy.
- Managing executive wellbeing, pressure, and decision fatigue.
- Sustaining leadership development through reflection and feedback.
- Building a personal executive support and mentoring network.
- Finalizing a personal executive leadership mastery action plan.

Conclusion

By successfully completing Executive Leadership Mastery Program, participants will have acquired practical knowledge of strategic leadership, influence, decision quality, executive communication, talent and culture, governance, and transformation. They will have gained skills in strategic leadership and direction setting, executive influence and communication, talent, culture and capability development, and governance and transformation leadership, plus a personal action plan. Gentex Training Center designed this program to help senior leaders perform at the level their organisations need.

FAQs





Q1 What is the "Executive Leadership Mastery Program" course about?

It develops the judgement and influence senior leaders need. Participants study strategic leadership, direction setting, executive influence and communication, decision quality, talent and culture, governance, and leading transformation at scale.

Q2 What are the key benefits of the "Executive Leadership Mastery Program" course?

Participants gain sharper strategic judgement, stronger executive communication, and better alignment across the organisation. Organisations also see clearer accountability at the top, more credible board relationships, and transformation that holds momentum instead of stalling.

Q3 What skills will I gain from the "Executive Leadership Mastery Program" course?

You will develop four core skills: strategic leadership and direction setting, executive influence and communication, talent, culture and capability development, and governance and transformation leadership.



Q4 What tools, methods, or standards are covered in the "Executive Leadership Mastery Program" course?

The course covers Goleman's six leadership styles, PESTEL, Porter's Five Forces, the Balanced Scorecard, OKRs, the decision quality framework, strategic risk registers, Cialdini's principles of influence, power/interest stakeholder mapping, the nine-box grid, Schein's three levels of culture, the Competing Values Framework, Kotter's eight steps, and the ADKAR model.

Q5 How is the "Executive Leadership Mastery Program" course applied in real-world practice?

Participants apply the methods to live executive tasks, such as setting strategic priorities, preparing a board paper, running an executive committee decision, planning a succession review, and leading a transformation rollout. Each module ends with an action commitment, so learning transfers directly into executive practice.