

LEADERSHIP IN THE MODERN BUSINESS WORLD



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TRAINING CENTER



Introduction

Leadership in the Modern Business World Training Course equips managers to lead effectively in an environment shaped by rapid change, distributed teams, and rising expectations. Modern leadership demands more than authority; it requires judgment, adaptability, and the ability to build trust across cultures and time zones. This program covers the capabilities that matter most now. It combines strategic thinking, people leadership, and commercial awareness. As a result, participants learn to set direction, make sound decisions with incomplete information, and keep teams engaged through uncertainty. Furthermore, the course covers innovation, ethics, and stakeholder relationships in a connected economy.

Leadership in the Modern Business World Course Objectives

- Apply strategic thinking frameworks to modern market conditions.
- Use PESTLE and Porter's Five Forces to read the business environment.
- Build strategy with the Balanced Scorecard and strategy maps.
- Apply situational and transformational leadership models.
- Lead hybrid, cross-cultural, and distributed teams effectively.
- Build psychological safety and high-trust team cultures.
- Coach and develop people with the GROW model.
- Manage performance with clear objectives and structured feedback.
- Drive innovation with design thinking and agile practices.
- Lead change with Kotter's eight steps and the ADKAR model.

Course Methodology

- Facilitated sessions built around modern business case studies.

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- Strategy workshops using environmental and competitive analysis tools.
- Role-play of leadership conversations and stakeholder briefings.
- Group exercises in team design and performance planning.
- Simulation of change leadership and innovation challenges.
- Structured debates on ethics and stakeholder responsibility.
- Peer feedback, reflection, and personal leadership action plans.

Who Should Take This Course

- Managers and team leaders across functions.
- Senior managers and business unit heads.
- Emerging leaders preparing for wider scope.
- HR and organizational development professionals.
- Project and program managers leading teams.
- Entrepreneurs and business owners scaling operations.
- Consultants advising on leadership and management practice.

Leadership in the Modern Business World Course Outlines

Day 1: Leadership in a Changing Business Environment

- What has changed in modern business and what has not.
- PESTLE analysis and Porter's Five Forces in practice.
- Digital disruption, globalization, and new competitors.
- Leadership styles and the situational leadership model.
- Building credibility, presence, and influence.



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- Time management with the Eisenhower matrix.
- Case study: a company that adapted its leadership model.

Day 2: Strategy and Commercial Judgment

- Strategic thinking versus operational management.
- Aligning vision, mission, and strategic objectives.
- The Balanced Scorecard and strategy maps.
- Setting SMART objectives and cascaded KPIs.
- Business model thinking and value propositions.
- Investment choices, risk, and cost-benefit analysis.
- Workshop: building a strategy map for a business unit.

Day 3: Leading People and Teams

- Situational and transformational leadership in daily practice.
- Emotional intelligence and self-awareness for leaders.
- Building trust and psychological safety.
- Coaching with the GROW model.
- Feedback with the SBI and DESC frameworks.
- Managing conflict with the Thomas-Kilmann model.
- Workshop: designing a team engagement plan.

Day 4: Innovation, Agility, and Customer Focus

- Driving innovation with design thinking.
- Customer journey mapping and value creation.
- Agile ways of working and iterative delivery.



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- Building a learning culture and knowledge sharing.
- Managing experimentation and calculated risk.
- Balancing short-term delivery with long-term capability.
- Simulation: leading an innovation initiative.

Day 5: Change, Ethics, and Leadership Growth

- Leading change with Kotter's eight steps and the ADKAR model.
- Stakeholder mapping and communication in change.
- Ethical decision-making and responsible business conduct.
- Governance, transparency, and accountability expectations.
- Building a personal leadership development plan.
- Sustaining growth through reflection and mentoring.
- Capstone: presenting a modern leadership roadmap.

Conclusion

By successfully completing Leadership in the Modern Business World Training Course, participants will have acquired the knowledge to read the business environment, build and align strategy, lead people and hybrid teams, drive innovation and agility, and lead change responsibly. They will also understand how ethics, governance, and stakeholder trust shape long-term success. Gentex Training Center delivers this program through applied workshops and expert facilitation, preparing participants to lead confidently in a fast-moving business world.





FAQs for the Leadership in the Modern Business World course

Q1 What is the "Leadership in the Modern Business World" course about?

It is a training program that develops leadership capability for current business conditions. It covers environmental analysis, strategy, people and team leadership, innovation and agility, change leadership, and business ethics.

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

Participants gain sharper strategic judgment, stronger people leadership, and better handling of change and uncertainty. Organizations benefit from clearer strategic alignment, higher engagement, faster innovation cycles, and leaders who act with ethical and commercial balance.

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

Participants build strategic analysis and business judgment, people and team leadership, innovation and agile practice, and change leadership, ethics, and stakeholder management.



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

The course covers PESTLE, Porter's Five Forces, the Balanced Scorecard, strategy maps, SMART objectives and KPIs, situational and transformational leadership models, design thinking, journey mapping, agile practices, the GROW coaching model, the SBI and DESC feedback frameworks, the Thomas-Kilmann conflict model, Kotter's eight steps, and the ADKAR model.

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

Learners apply it by analysing their business environment, aligning team objectives with strategy, coaching and engaging their teams, running iterative innovation pilots, and guiding change with stakeholder communication and ethical decision checks.