

LEADING FOR RESULTS (INSEAD)



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TRAINING CENTER



Introduction

Leading for Results (INSEAD) Training Course develops senior leaders who translate strategy into delivered outcomes across complex organizations. The programme draws on the INSEAD leadership tradition, which combines rigorous strategic analysis with disciplined execution and an international outlook. Leaders today must set clear priorities, mobilize people who do not report to them, and measure progress honestly. This programme connects strategy, influence, and execution. It covers value definition, cross-functional alignment, execution rhythms, and performance dialogue. As a result, participants learn to convert intention into measurable results. Furthermore, the course covers change sponsorship, decision quality, and building leadership depth.

Leading for Results (INSEAD) Course Objectives

- Define results with measurable value and baseline data.
- Align unit and team objectives with corporate strategy.
- Apply the Balanced Scorecard and strategy maps for alignment.
- Set targets with SMART goals and OKRs across levels.
- Prioritise initiatives with impact-effort and portfolio analysis.
- Build execution rhythms with structured performance reviews.
- Influence senior and lateral stakeholders with persuasion principles.
- Delegate with accountability using the RACI matrix.
- Diagnose delivery problems with the 5 Whys and fishbone diagrams.
- Measure and report results with KPIs and benefit realization tracking.

Course Methodology

- Facilitated sessions in a case-based, discussion-led format.
- Real business cases from international and regional markets.

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- Role-play of executive briefings and performance conversations.
- Group exercises in prioritisation and value case construction.
- Peer-to-peer advisory sessions between participants.
- Simulation of an executive review of results.
- Reflection, structured feedback, and a personal results plan.

Who Should Take This Course

- Senior managers and business unit leaders.
- Executives accountable for organisation-wide results.
- Program and transformation directors.
- Strategy and corporate planning leaders.
- Functional heads with cross-functional mandates.
- High-potential executives in succession pipelines.
- Senior consultants advising on performance.

Leading for Results (INSEAD) Course Outlines

Day 1: Strategy, Value, and the Meaning of Results

- Defining results: outputs, outcomes, and lasting value.
- Strategy-to-value logic and value drivers.
- Competitive analysis with Porter's Five Forces and PESTLE.
- The Balanced Scorecard and strategy maps.
- Setting objectives with SMART goals and OKRs.
- Avoiding common target-setting distortions.
- Case study: a company that rebuilt its results discipline.





Day 2: Prioritisation and Resource Choices

- Portfolio thinking and strategic prioritisation.
- Impact-effort and value-complexity analysis.
- Resource allocation under constraint.
- Cost-benefit analysis and option appraisal.
- Managing the trade-off between short and long horizons.
- Governance and accountability with the RACI matrix.
- Workshop: prioritising a strategic portfolio.

Day 3: Influencing and Mobilising People

- Stakeholder mapping with the power-interest grid.
- Persuasion principles and evidence-based advocacy.
- The Pyramid Principle for executive communication.
- Leading without formal authority across functions.
- Negotiating resources, priorities, and timelines.
- Managing resistance and political dynamics.
- Role-play: an executive influence conversation.

Day 4: Execution Rhythms and Performance Dialogue

- Designing weekly, monthly, and quarterly execution rhythms.
- Running performance reviews that produce decisions.
- KPI selection, dashboards, and visual management.
- Diagnosing problems with the 5 Whys and fishbone diagrams.
- Corrective action with PDCA and improvement plans.

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- Accountability conversations with the SBI model.
- Simulation: an executive performance review.

Day 5: Change, Capability, and Sustained Results

- Sponsoring change with Kotter's eight steps and ADKAR.
- Benefit realization tracking and value reporting.
- Building leadership capability and succession depth.
- Managing risk and setbacks constructively.
- Capturing lessons with after-action reviews.
- Building a personal results leadership plan.
- Capstone: presenting a results strategy to a panel.

Conclusion

By successfully completing Leading for Results (INSEAD) Training Course, participants will have acquired the knowledge to define value precisely, align strategy and objectives, prioritise resources, influence senior and lateral stakeholders, run disciplined execution rhythms, and report results with credible evidence. They will also understand how to sponsor change and build leadership capability that sustains performance. Gentex Training Center delivers this programme with case-based learning and expert facilitation, preparing senior leaders to deliver results at scale.

FAQs for the Leading for Results (INSEAD) course





Q1 What is the "Leading for Results (INSEAD)" course about?

It is a training programme that prepares senior leaders to convert strategy into measurable outcomes. It covers value definition, prioritisation, stakeholder influence, execution rhythms, performance dialogue, and benefit realization.

Q2 What are the key benefits of the "Leading for Results (INSEAD)" course?

Participants gain a sharper method for defining and proving value, stronger influence across functions, and more disciplined execution routines. Organizations benefit from better resource choices, more reliable delivery, and leaders who can defend their results with evidence.

Q3 What skills will I gain from the "Leading for Results (INSEAD)" course?

Participants build results definition and value analysis, strategic prioritisation and resource allocation, stakeholder influence and executive communication, and execution rhythm management, performance measurement, and benefit realization.



Q4 What tools, methods, or standards are covered in the "Leading for Results (INSEAD)" course?

The course covers Porter's Five Forces, PESTLE, the Balanced Scorecard, strategy maps, SMART goals, OKRs, impact-effort and value-complexity analysis, cost-benefit analysis, the power-interest stakeholder grid, the Pyramid Principle, persuasion principles, the RACI matrix, KPI dashboards, the 5 Whys, fishbone diagrams, PDCA, the SBI feedback model, Kotter's eight steps, the ADKAR model, and benefit realization tracking.

Q5 How is the "Leading for Results (INSEAD)" course applied in real-world practice?

Learners apply it by defining value measures for their area, rebalancing priorities and resources, presenting evidence-based cases to executives, running structured review cadences, and reporting benefit realization to the board over several cycles.