

NEXT-LEVEL LEADERSHIP: FROM OPERATIONAL TO STRATEGIC EXCELLENCE



GENTEX[®]
TRAINING CENTER



Introduction

Leaders often reach a turning point where operational strength is no longer enough. The Next-Level Leadership: From Operational to Strategic Excellence Course addresses that transition directly. It helps capable managers move from running daily tasks to shaping direction, allocating resources, and creating long-term value. Participants learn how to think in systems, set strategy, translate goals into execution plans, and measure results with meaningful metrics. Furthermore, the course covers financial literacy, change leadership, and executive communication. As a result, delegates leave ready to operate at a strategic level and influence decisions beyond their own function.

Next-Level Leadership: From Operational to Strategic Excellence Course Objectives

- Shift leadership thinking from task management to strategic direction setting.
- Apply strategic analysis tools including SWOT, PESTLE, and Porter's Five Forces.
- Translate strategy into execution plans using Hoshin Kanri and OKRs.
- Build and interpret a balanced scorecard with leading and lagging KPIs.
- Read financial statements and assess business performance through key ratios.
- Prioritise initiatives with portfolio matrices and resource allocation models.
- Lead change programmes using Kotter's eight-step model and the ADKAR framework.
- Apply systems thinking and the McKinsey 7S framework to organisational design.
- Communicate strategy clearly to boards, teams, and external stakeholders.
- Manage risk and make decisions under uncertainty with structured frameworks.

Course Methodology

- Interactive workshops led by senior strategy and leadership practitioners.

LEARN BOLD. LEAD BEYOND

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



- Case studies of organisations that scaled from operational to strategic success.
- Group exercises using SWOT, PESTLE, and strategy canvas tools.
- Business simulation rounds requiring resource allocation and trade-off decisions.
- Financial analysis practice with real income statements and balance sheets.
- Structured debate on strategy, risk, and competing priorities.
- Capstone project: presenting a strategic plan for a selected business unit.

Who Should Take This Course

- Senior managers moving into strategic roles.
- Department heads and functional directors.
- Operations leaders expanding into business strategy.
- General managers responsible for profit and loss.
- Strategy, planning, and performance managers.
- High-potential leaders preparing for executive positions.

Next-Level Leadership: From Operational to Strategic Excellence Course Outlines

Day 1: From Operational Management to Strategic Thinking

- Differences between operational and strategic leadership roles.
- Systems thinking and the McKinsey 7S framework.
- Strategic analysis with SWOT, PESTLE, and Porter's Five Forces.
- Defining vision, mission, and strategic priorities.



LEARN BOLD. LEAD BEYOND

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



- Strategic planning cycles and horizon planning.
- Balancing short-term delivery with long-term value.
- Exercise: diagnosing an organisation's strategic position.

Day 2: Strategy Formulation and Business Models

- Competitive advantage and value proposition design.
- Business model canvas and revenue model analysis.
- Market segmentation and growth strategy options.
- Scenario planning and strategic option evaluation.
- Portfolio matrices: BCG and Ansoff growth matrix.
- Mergers, partnerships, and organic growth comparisons.
- Workshop: formulating a business unit strategy.

Day 3: Execution, OKRs, and Performance Management

- Translating strategy into annual objectives and initiatives.
- Hoshin Kanri and the X-matrix for strategic deployment.
- Setting OKRs and cascading them across teams.
- Balanced scorecard design with leading and lagging indicators.
- Building strategic dashboards and review cadences.
- Removing execution blockers and managing dependencies.
- Exercise: building an OKR set for a department.

Day 4: Financial Acumen and Resource Decisions

- Reading income statements, balance sheets, and cash flow.



LEARN BOLD. LEAD BEYOND

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



- Key ratios: profitability, liquidity, efficiency, and gearing.
- Cost structures, contribution margin, and break-even analysis.
- Investment appraisal with NPV, IRR, and payback period.
- Capital allocation and prioritisation models.
- Budgeting, forecasting, and variance analysis.
- Case exercise: evaluating a strategic investment.

Day 5: Leading Change, Risk, and Executive Communication

- Leading transformation with Kotter's eight-step model.
- ADKAR framework for individual change readiness.
- Enterprise risk management and strategic risk registers.
- Decision-making frameworks under uncertainty.
- Executive presence and board-level communication.
- Building and aligning senior leadership teams.
- Capstone project: presenting a strategic plan.

Conclusion

By successfully completing Next-Level Leadership: From Operational to Strategic Excellence, participants will have acquired practical knowledge of strategic analysis, strategy formulation, OKR deployment, financial appraisal, and change leadership. They will understand how to translate direction into execution, allocate resources with confidence, and measure performance meaningfully. In addition, they will gain stronger executive communication skills. Gentex Training Center builds this programme around applied strategy, so leaders return ready to create value beyond their operational remit.





FAQs

Q1 What is the "Next-Level Leadership: From Operational to Strategic Excellence" course about?

It supports the transition from operational management to strategic leadership. Participants learn strategic analysis, business model design, execution frameworks, financial appraisal, and change leadership. The course focuses on shaping direction and creating long-term value.

Q2 What are the key benefits of the "Next-Level Leadership: From Operational to Strategic Excellence" course?

It broadens leaders from functional thinking to business-wide judgement, improving decision quality and resource allocation. Participants gain stronger financial literacy, execution discipline, and executive communication confidence. Organisations benefit from clearer strategy deployment and better alignment across functions.

Q3 What skills will I gain from the "Next-Level Leadership: From Operational to Strategic Excellence" course?

Participants gain strategic analysis and planning, strategy execution and performance management, financial acumen and resource allocation, and change leadership and executive communication.



Q4 What tools, methods, or standards are covered in the "Next-Level Leadership: From Operational to Strategic Excellence" course?

The course covers SWOT, PESTLE, Porter's Five Forces, the McKinsey 7S framework, business model canvas, the BCG matrix, the Ansoff growth matrix, Hoshin Kanri and the X-matrix, OKRs, the balanced scorecard, NPV, IRR, payback period, variance analysis, Kotter's eight-step model, the ADKAR framework, and enterprise risk registers.

Q5 How is the "Next-Level Leadership: From Operational to Strategic Excellence" course applied in real-world practice?

Leaders apply it by setting strategic priorities, building OKR sets, and managing balanced scorecards with review cadences. They also appraise investments, allocate capital, lead transformation programmes, and present strategy to boards and stakeholders, improving alignment and long-term performance.