

PROFESSIONAL CERTIFICATE IN MANAGEMENT - MASTERCLASS



GENTEX[®]
TRAINING CENTER



Introduction

The Professional Certificate in Management Masterclass Course is built for managers who already run teams well and now need to manage at an organisational level. It moves past operational control into strategy execution, cross-functional leadership, and enterprise performance. Participants examine organisational design, resource allocation, governance awareness, and how management systems shape behaviour. Furthermore, the masterclass covers performance transformation, stakeholder management, and managerial judgement under pressure. In addition, it develops senior influence and coaching capability. As a result, delegates leave able to manage complexity, lead other managers, and contribute directly to organisational strategy.

Professional Certificate in Management Masterclass Course Objectives

- Align departmental management with corporate strategy using the McKinsey 7S framework.
- Execute strategy through Hoshin Kanri, OKRs, and balanced scorecard deployment.
- Design organisational structures, spans of control, and decision rights at scale.
- Manage financial performance using investment appraisal, NPV, and capital allocation methods.
- Lead performance transformation using performance improvement planning and benchmarking.
- Manage cross-functional programmes with stage-gate governance and benefit realisation.
- Apply risk management and internal control frameworks to managerial decisions.
- Influence senior stakeholders using power-interest mapping and structured communication.
- Coach and develop other managers using the GROW model and feedback frameworks.
- Build managerial judgement, resilience, and ethical decision-making capability.

LEARN BOLD. LEAD BEYOND

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



Course Methodology

- Advanced workshops led by senior management practitioners and executive coaches.
- Case studies of management transformation and cross-functional turnarounds.
- Simulation of enterprise resource allocation and trade-off decisions.
- Group work on organisational design and strategy deployment.
- Role-play of board reviews, difficult conversations, and stakeholder alignment.
- Structured peer review and 360-degree style feedback.
- Capstone project: presenting an executive management portfolio.

Who Should Take This Course

- Senior managers and heads of department.
- Directors responsible for multiple functions.
- Managers of managers leading large teams.
- Operations and business unit leaders.
- HR and organisational development leaders.
- Experienced managers seeking advanced management certification.

Professional Certificate in Management Masterclass Course Outlines

Day 1: Strategic Management and Alignment

- Difference between operational and strategic management.
- The McKinsey 7S framework and systems thinking.
- Aligning departmental goals with corporate strategy.



LEARN BOLD. LEAD BEYOND

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



- Strategic analysis with SWOT, PESTLE, and Porter's Five Forces.
- Managing trade-offs between cost, quality, speed, and growth.
- Leading across functions and managing interfaces.
- Exercise: diagnosing alignment with the 7S framework.

Day 2: Strategy Deployment and Organisational Design

- Hoshin Kanri and the X-matrix for strategy deployment.
- OKRs and balanced scorecard cascade.
- Organisation design, spans of control, and decision rights.
- Operating models and process ownership.
- Managing matrix structures and dual reporting.
- Building coordination mechanisms across units.
- Workshop: designing a deployment and governance model.

Day 3: Financial Management and Investment Decisions

- Reading and interpreting financial statements at business level.
- Ratio analysis: profitability, liquidity, efficiency, gearing.
- Investment appraisal with NPV, IRR, and payback period.
- Capital allocation and portfolio prioritisation.
- Budgeting, forecasting, and variance management.
- Cost transformation and efficiency programmes.
- Exercise: appraising a cross-functional investment case.





Day 4: Performance Transformation and Risk

- Benchmarking and capability maturity assessment.
- Performance improvement planning and turnaround methods.
- Programme governance, stage gates, and benefit realisation.
- Enterprise risk management and internal control frameworks.
- Managing compliance, audit, and assurance relationships.
- Ethical decision-making and governance awareness.
- Simulation: leading a performance turnaround.

Day 5: Senior Influence, Coaching, and Management Judgement

- Executive presence and influencing senior stakeholders.
- Power-interest mapping at enterprise level.
- The Minto Pyramid Principle for board-level reporting.
- Coaching other managers with the GROW model.
- Managing difficult conversations with peers and superiors.
- Building managerial resilience and judgement under pressure.
- Capstone project: presenting an executive management portfolio.



Conclusion

By successfully completing Professional Certificate in Management Masterclass, participants will have acquired practical knowledge of strategic management, strategy deployment, organisational design, financial appraisal, performance transformation, and risk governance. They will understand how to align management systems with strategy and how to lead other managers credibly. In addition, they will gain an executive portfolio and a development plan. Gentex Training Center builds this programme around senior-level practice, so delegates return ready to manage at organisational scale.

FAQs

Q1 What is the "Professional Certificate in Management Masterclass" course about?

It is an advanced management programme for leaders already managing teams and departments. Participants work on strategic management, strategy deployment, organisation design, financial appraisal, performance transformation, and risk governance. The course focuses on judgement at organisational scale.

Q2 What are the key benefits of the "Professional Certificate in Management Masterclass" course?

It shifts managers from operational control to strategic contribution, improving resource and investment decisions. Participants gain deployment, financial appraisal, and governance skills plus senior influence and coaching capability. Organisations benefit from better-aligned functions and more disciplined performance transformation.



Q3 What skills will I gain from the "Professional Certificate in Management Masterclass" course?

Participants gain strategic management and alignment, strategy deployment and organisation design, financial appraisal and resource allocation, and performance transformation and senior influence.

Q4 What tools, methods, or standards are covered in the "Professional Certificate in Management Masterclass" course?

The course covers the McKinsey 7S framework, systems thinking, SWOT, PESTLE, and Porter's Five Forces, Hoshin Kanri and the X-matrix, OKRs, the balanced scorecard, spans of control and decision rights design, ratio analysis, NPV, IRR, and payback period, capital allocation models, benchmarking and capability maturity models, stage-gate governance and benefit realisation, enterprise risk management and internal control frameworks, the Minto Pyramid Principle, and the GROW coaching model.

Q5 How is the "Professional Certificate in Management Masterclass" course applied in real-world practice?

Participants apply it by aligning departmental objectives with corporate strategy, designing deployment plans with clear governance, and appraising investment cases with financial evidence. They also lead cross-functional improvement programmes, manage risk and compliance, and coach other managers through performance and development conversations.