

SENIOR EXECUTIVE LEADERSHIP: LEADING VISION AND CREATING IMPACT



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TRAINING CENTER



Introduction

Senior Executive Leadership: Leading Vision and Creating Impact Training Course prepares senior executives to set a compelling vision and turn it into measurable organizational impact. Participants learn how to read the external environment, define strategic direction, and align people, capital, and culture behind it. The program combines vision-setting frameworks with practical work on influence, governance, and transformation. As a result, learners gain the confidence to lead with clarity at the highest level. Furthermore, the course strengthens executive presence, stakeholder trust, and legacy-minded leadership.

Senior Executive Leadership: Leading Vision and Creating Impact Course Objectives

- Craft a clear, compelling vision using vision statement frameworks and the Golden Circle.
- Translate vision into strategy with the Balanced Scorecard and OKRs.
- Analyze the external environment using PESTLE and Porter's Five Forces.
- Apply scenario planning and Three Horizons thinking to long-term direction.
- Build strategic narratives that align boards, investors, and employees.
- Govern risk and accountability with risk registers and enterprise risk management.
- Lead transformation using Kotter's eight steps and the ADKAR model.
- Apply stakeholder mapping and communication strategy for influence.
- Build executive team alignment through decision rights and RACI structures.
- Measure impact with KPIs, baselines, and results-based reporting.

Course Methodology

- Executive case discussions on vision, strategy, and impact.
- Vision-setting workshops with structured peer critique.

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- Simulation of board and investor presentations with feedback.
- Hands-on work on scenario planning and Three Horizons mapping.
- Peer consulting on live executive leadership challenges.
- Executive coaching and personal leadership development planning.

Who Should Take This Course

- C-suite executives, managing directors, and general managers.
- Executive vice presidents and senior functional leaders.
- Board members and non-executive directors.
- Business unit heads with enterprise-level responsibility.
- Executives preparing for top leadership positions.
- Senior advisors shaping strategy and organizational direction.

Senior Executive Leadership: Leading Vision and Creating Impact Course Outlines

Day 1: Vision, Purpose, and Strategic Direction

- What distinguishes a compelling vision from a slogan.
- Vision statement frameworks and the Golden Circle (Why, How, What).
- Connecting purpose, vision, mission, and values.
- PESTLE scanning for external context.
- Porter's Five Forces and competitive positioning.
- Crafting a strategic narrative that travels.
- Workshop: drafting and testing a vision statement.





Day 2: Strategy, Scenarios, and Long-Term Thinking

- Translating vision into strategy with the Balanced Scorecard.
- Setting objectives and key results (OKRs) at enterprise level.
- Scenario planning for uncertainty and disruption.
- Three Horizons framework for balancing now and next.
- Blue ocean thinking and value innovation concepts.
- Strategic choices: where to play and how to win.
- Exercise: building three strategic scenarios.

Day 3: Influence, Communication, and Executive Presence

- Executive presence and credibility at the top.
- Stakeholder mapping for boards, investors, regulators, and the public.
- Persuasion and narrative structure for high-stakes audiences.
- Board and investor communication practice.
- Crisis communication and reputation management.
- Media handling and public messaging basics.
- Simulation: presenting a strategic vision to a board.

Day 4: Governance, Risk, and Organizational Alignment

- Corporate governance principles and board accountability.
- Enterprise risk management with risk registers and risk appetite.
- Ethics, integrity, and tone from the top.
- Decision rights, RACI structures, and executive team alignment.

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- Culture alignment with vision and strategy.
- Talent, succession, and leadership pipeline planning.
- Peer consulting: alignment in a divided executive team.

Day 5: Leading Transformation and Creating Lasting Impact

- Designing transformation with Kotter's eight steps and the ADKAR model.
- Building change portfolios and stage-gate governance.
- Measuring impact with KPIs, baselines, and results reporting.
- Embedding impact into performance and reward systems.
- Personal leadership legacy and long-term contribution.
- Resilience, wellbeing, and sustainable executive performance.
- Capstone: presenting a vision-to-impact leadership agenda.

Conclusion

By successfully completing Senior Executive Leadership: Leading Vision and Creating Impact, participants will gain an integrated ability to define a clear vision and convert it into organizational results. They will acquire skills in strategic direction, scenario thinking, executive influence, governance, and transformation leadership. Gentex Training Center designs the program to help executives lead with purpose and leave a measurable, lasting impact.

FAQs





Q1 What is the "Senior Executive Leadership: Leading Vision and Creating Impact" course about?

It focuses on how senior executives define a compelling vision and turn it into measurable results. The course covers vision-setting frameworks, strategy translation, scenario planning, executive influence, governance, and transformation leadership at enterprise level.

Q2 What are the key benefits of the "Senior Executive Leadership: Leading Vision and Creating Impact" course?

You gain the ability to articulate a vision people genuinely follow and to convert it into measurable impact. The course strengthens board and investor communication, improves alignment across the executive team, and helps you govern change while building a credible long-term legacy.

Q3 What skills will I gain from the "Senior Executive Leadership: Leading Vision and Creating Impact" course?

You will develop four core skills: vision setting and strategic direction, scenario planning and long-term thinking, executive influence and stakeholder communication, and governance with transformation leadership and impact measurement.



Q4 What tools, methods, or standards are covered in the "Senior Executive Leadership: Leading Vision and Creating Impact" course?

The course covers vision statement frameworks, the Golden Circle, PESTLE, Porter's Five Forces, the Balanced Scorecard, OKRs, scenario planning, the Three Horizons framework, blue ocean thinking, stakeholder mapping, risk registers, enterprise risk management, RACI and decision rights, Kotter's eight steps, the ADKAR model, and KPIs with baselines and targets.

Q5 How is the "Senior Executive Leadership: Leading Vision and Creating Impact" course applied in real-world practice?

Participants apply it to real executive work such as launching a new organizational vision, preparing a board strategy presentation, planning for market disruption, and designing an enterprise transformation agenda. The same methods support investor communication, succession planning, and impact reporting.