

SENIOR EXECUTIVE LEADERSHIP PROGRAM



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TRAINING CENTER



Introduction

Senior Executive Leadership Program Training Course prepares senior executives to lead at enterprise level, where decisions shape strategy, capital, and culture at once. Participants sharpen strategic judgement, govern risk, and align the organization behind a clear direction. The program combines strategy frameworks, financial acumen, and leadership practice in a peer setting. As a result, learners gain the confidence to make high-stakes calls with better evidence and fewer blind spots. Furthermore, the course strengthens board communication, governance discipline, and executive team effectiveness.

Senior Executive Leadership Program Course Objectives

- Set enterprise strategy using SWOT, PESTLE, and Porter's Five Forces analysis.
- Translate strategy into execution using the Balanced Scorecard and OKRs.
- Apply value creation frameworks such as the BCG matrix and Ansoff matrix.
- Read financial statements and evaluate capital allocation decisions.
- Assess strategic risk using risk registers, scenario planning, and stress testing.
- Apply corporate governance principles and board accountability standards.
- Lead organizational culture change with Kotter's eight steps and the ADKAR model.
- Build executive team alignment using decision rights and RACI structures.
- Drive transformation with change portfolios and stage-gate governance.
- Strengthen executive presence, influence, and stakeholder communication.

Course Methodology

- Executive-level case discussions on strategy, governance, and transformation.
- Strategy simulations with competitive and financial trade-offs.

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- Peer consulting sessions on live executive challenges.
- Workshops on scorecards, risk registers, and decision rights.
- Board-style presentations with structured critique and feedback.
- Executive coaching and individual 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.
- Senior partners and business unit heads with P&L responsibility.
- Executives preparing for enterprise-wide leadership roles.
- Senior advisors supporting strategy and governance decisions.

Senior Executive Leadership Program Course Outlines

Day 1: Enterprise Strategy and Competitive Positioning

- Strategic leadership at enterprise level.
- Industry analysis with Porter's Five Forces.
- Macro-environment scanning using PESTLE.
- SWOT analysis and strategic option generation.
- Growth strategy with the Ansoff matrix.
- Portfolio decisions using the BCG matrix.
- Case discussion: a company at a strategic crossroads.

Day 2: Financial Acumen and Value Creation



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- Reading the three financial statements fluently.
- Profitability, liquidity, and leverage ratio analysis.
- Cost of capital, WACC, and investment appraisal (NPV, IRR).
- Capital allocation and portfolio investment discipline.
- Shareholder versus stakeholder value debates.
- Mergers, acquisitions, and integration risks.
- Workshop: appraising a major capital investment.

Day 3: Governance, Risk, and Board Effectiveness

- Corporate governance principles and accountability structures.
- Board roles, committees, and fiduciary duties.
- Enterprise risk management with risk registers and risk appetite.
- Scenario planning and stress testing for strategic risk.
- Ethics, compliance, and anti-fraud oversight.
- Executive remuneration and performance linkage.
- Simulation: presenting a risk case to a board.

Day 4: Leading Transformation and Culture

- Designing transformation with Kotter's eight steps and the ADKAR model.
- Building change portfolios and stage-gate governance.
- Culture diagnosis and alignment with strategy.
- Decision rights, RACI structures, and executive team alignment.
- Talent, succession, and leadership pipeline at enterprise level.
- Managing resistance and communication at scale.
- Peer consulting: a live transformation challenge.





Day 5: Executive Influence, Legacy, and Personal Leadership

- Executive presence, communication, and persuasion.
- Stakeholder mapping for investors, regulators, and the public.
- Crisis leadership and reputation management.
- Personal leadership purpose and legacy planning.
- Resilience, wellbeing, and sustainable executive performance.
- Building an executive development plan.
- Capstone: presenting an enterprise leadership agenda.

Conclusion

By successfully completing Senior Executive Leadership Program, participants will gain an integrated command of enterprise strategy, financial judgement, governance, and transformation leadership. They will acquire skills in strategic analysis, capital allocation, board communication, and culture change that shape long-term organizational performance. Gentex Training Center designs the program to prepare executives for decisions that carry lasting consequences.

FAQs



Q1 What is the "Senior Executive Leadership Program" course about?

It prepares senior executives to lead at enterprise level by connecting strategy, finance, governance, and transformation. The program covers competitive analysis, capital allocation, board effectiveness, risk oversight, culture change, and executive influence, with decisions tested against real cases.

Q2 What are the key benefits of the "Senior Executive Leadership Program" course?

You gain sharper strategic and financial judgement at the level where decisions are hardest to reverse. The program improves board communication, strengthens governance discipline, builds executive team alignment, and helps you lead transformation that holds through market and regulatory pressure.

Q3 What skills will I gain from the "Senior Executive Leadership Program" course?

You will develop four core skills: enterprise strategy formulation and competitive analysis, financial acumen and capital allocation, corporate governance and enterprise risk oversight, and transformation leadership with executive influence.



Q4 What tools, methods, or standards are covered in the "Senior Executive Leadership Program" course?

The program covers Porter's Five Forces, PESTLE, SWOT, the BCG matrix, the Ansoff matrix, the Balanced Scorecard, OKRs, NPV and IRR appraisal, WACC, risk registers, scenario planning and stress testing, RACI and decision rights, Kotter's eight steps, the ADKAR model, and stage-gate governance.

Q5 How is the "Senior Executive Leadership Program" course applied in real-world practice?

Participants apply it to real executive work such as setting a three-year strategy, approving a major capital investment, presenting a risk case to the board, and designing an enterprise transformation portfolio. The same methods support investor communication, succession planning, and performance governance.