

THE ADVANCED PROFESSIONAL CERTIFICATE IN STRATEGIC MANAGEMENT & LEADERSHIP



GENTEX[®]
TRAINING CENTER



Introduction

The Advanced Professional Certificate in Strategic Management & Leadership Training Course prepares experienced professionals to lead strategy from first analysis to measured delivery. Participants work through competitive analysis, strategy choice, execution architecture, and governance in a demanding programme. The course combines established strategy frameworks with practical work on planning cycles, investment cases, and performance review. As a result, learners gain an integrated method for setting direction and making it happen. Furthermore, the programme strengthens financial judgement, change leadership, and the credibility needed to influence boards and senior stakeholders.

The Advanced Professional Certificate in Strategic Management & Leadership Course Objectives

- Analyse competitive environments using PESTLE, Porter's Five Forces, and scenario planning.
- Apply core strategy frameworks including the resource-based view (RBV) and value chain analysis.
- Choose positioning with Porter's generic strategies and blue ocean thinking.
- Evaluate growth and portfolio options with the Ansoff matrix and BCG matrix.
- Run a strategic planning cycle from diagnosis to an approved, funded plan.
- Translate strategy using strategy maps, the Balanced Scorecard, and OKRs.
- Appraise strategic investment with NPV, IRR, and risk-adjusted analysis.
- Design delivery governance with stage gates, decision rights, and RACI.
- Lead organisational alignment, culture change, and transformation delivery.
- Set strategic KPIs and key risk indicators (KRIs) with baselines and targets.

Course Methodology



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- Interactive sessions built on real corporate strategy and leadership cases.
- Workshops on environmental analysis, strategy choice, and portfolio review.
- Group work on strategy maps, planning cycles, and investment cases.
- Hands-on practice with Balanced Scorecard, OKRs, and KRI dashboards.
- Simulation of executive planning reviews and resource trade-off debates.
- Facilitator coaching and peer review on strategy and leadership portfolios.

Who Should Take This Course

- Senior managers, directors, and business unit leaders.
- Strategy, planning, and corporate development professionals.
- Experienced managers preparing for enterprise-level responsibility.
- Programme and transformation leaders managing complex delivery.
- Finance and business partnering professionals supporting strategy.
- Consultants advising on strategy formulation and execution.

The Advanced Professional Certificate in Strategic Management & Leadership Course Outlines

Day 1: Strategic Analysis and Competitive Insight

- Strategic management concepts and levels of strategy.
- Environmental analysis with PESTLE and Porter's Five Forces.
- Competitor analysis and strategic group mapping.
- Value chain analysis and the resource-based view (RBV).
- Scenario planning and reasoning under uncertainty.
- Strategic intent, ambition, and success criteria.



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- Case discussion: a strategy that lost its competitive edge.

Day 2: Strategy Formulation and Portfolio Choice

- Porter's generic strategies: cost leadership, differentiation, and focus.
- Blue ocean strategy and value innovation.
- Business model canvas and value proposition design.
- The Ansoff matrix for growth direction.
- The BCG matrix for portfolio and investment decisions.
- Diversification, synergy, and corporate parenting advantage.
- Workshop: formulating a strategy and portfolio position.

Day 3: Planning, Investment, and Resource Alignment

- The strategic planning cycle: diagnosis, formulation, approval, delivery.
- Setting planning assumptions and long-range objectives.
- Initiative selection, prioritisation, and sequencing.
- Investment appraisal with NPV, IRR, and payback.
- Real options thinking and staged investment decisions.
- Aligning budgets, headcount, and capability with strategy.
- Exercise: building a corporate plan and investment case.

Day 4: Execution Architecture and Governance

- Strategy maps and the Balanced Scorecard cascade.
- OKRs at strategic level and quarterly review cadence.
- Decision rights, RACI, and accountability structures.
- Stage-gate governance and investment committee practice.



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- Enterprise risk management with risk registers and risk appetite.
- Organisational design, culture, and capability alignment.
- Simulation: an executive review with resource trade-offs.

Day 5: Leadership, Change, and Strategic Performance

- Leading transformation with Kotter's eight steps and the ADKAR model.
- Stakeholder engagement with boards, investors, and regulators.
- Strategic KPIs and key risk indicators (KRIs) with baselines and targets.
- Dashboards, performance dialogue, and course correction.
- Ethics, accountability, and decision quality under pressure.
- Personal leadership development and strategic presence.
- Capstone: presenting an integrated strategic management and leadership portfolio.

Conclusion

By successfully completing The Advanced Professional Certificate in Strategic Management & Leadership, participants will gain an integrated command of strategy formulation, planning, execution, and leadership. They will acquire skills in competitive analysis, investment appraisal, delivery governance, and strategic performance measurement. Gentex Training Center designs the programme to help experienced professionals set direction with confidence and lead the organisation to deliver it.

FAQs





Q1 What is the "The Advanced Professional Certificate in Strategic Management & Leadership" course about?

It prepares experienced professionals to lead strategy from first analysis to measured delivery. The course spans competitive analysis, strategy formulation and portfolio choice, planning and investment appraisal, execution architecture and governance, and strategic performance leadership.

Q2 What are the key benefits of the "The Advanced Professional Certificate in Strategic Management & Leadership" course?

You gain an integrated method for setting direction and making it happen. The course sharpens competitive and financial judgement, improves planning discipline, strengthens delivery governance, and builds the credibility to influence boards and senior stakeholders.

Q3 What skills will I gain from the "The Advanced Professional Certificate in Strategic Management & Leadership" course?

You will develop four core skills: strategic analysis and competitive positioning, strategy formulation and portfolio choice, planning and investment appraisal, and execution governance with change leadership and performance measurement.



Q4 What tools, methods, or standards are covered in the "The Advanced Professional Certificate in Strategic Management & Leadership" course?

The course covers PESTLE, Porter's Five Forces, strategic group mapping, value chain analysis, the resource-based view (RBV), Porter's generic strategies, blue ocean strategy, the business model canvas, the Ansoff matrix, the BCG matrix, scenario planning, strategy maps, the Balanced Scorecard, OKRs, NPV and IRR appraisal, real options thinking, RACI and decision rights, stage-gate governance, risk registers, Kotter's eight steps, the ADKAR model, and strategic KPIs and KRIs with baselines and targets.

Q5 How is the "The Advanced Professional Certificate in Strategic Management & Leadership" course applied in real-world practice?

Participants apply it to real work such as preparing a corporate strategy, building an investment case for approval, designing delivery governance, and running a mid-year strategic review. The same methods support board papers, budget submissions, and transformation programme design.