

THE ART OF STRATEGIC MANAGEMENT AND LEADERSHIP



GENTEX[®]
TRAINING CENTER



Introduction

The Art of Strategic Management and Leadership Training Course develops professionals who can set direction and carry it through an organization. Participants learn how to read competitive context, choose where to compete, and turn that choice into plans, budgets, and action. The program combines strategy frameworks with leadership practice in influence, alignment, and change. As a result, learners gain a working method rather than a collection of models. Furthermore, the course strengthens strategic judgement, stakeholder engagement, and the personal credibility that makes a direction believable.

The Art of Strategic Management and 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.
- Translate strategy into delivery with strategy maps, the Balanced Scorecard, and OKRs.
- Appraise strategic investment with NPV, IRR, and risk-adjusted analysis.
- Align structure, capability, and culture with strategic intent.
- Apply change leadership using Kotter's eight steps and the ADKAR model.
- Set strategic KPIs and key risk indicators (KRIs) with baselines and targets.
- Communicate strategy persuasively to boards, teams, and stakeholders.

Course Methodology

- Interactive sessions built on real strategy and leadership cases.

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- 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 strategy reviews and resource trade-off debates.
- Facilitator coaching and peer review on strategy and leadership plans.

Who Should Take This Course

- Senior managers, directors, and business unit leaders.
- Strategy, planning, and corporate development professionals.
- Managers moving into broader strategic responsibility.
- Programme and transformation leaders managing delivery.
- Finance and business partnering professionals supporting strategy.
- Consultants advising on strategy formulation and execution.

The Art of Strategic Management and Leadership Course Outlines

Day 1: Strategic Analysis and Competitive Context

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





Day 2: Strategy Choice and Portfolio Design

- 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 strategic direction and portfolio.

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.
- Aligning budgets, headcount, and capability with strategy.
- Risks registers and strategic risk assessment.
- Exercise: building a strategic plan and investment case.

Day 4: Leading Execution and Alignment

- Strategy maps and the Balanced Scorecard cascade.
- OKRs at strategic level and quarterly review cadence.
- Decision rights, RACI, and accountability structures.
- Leading transformation with Kotter's eight steps and the ADKAR model.
- Organisational design, culture, and capability alignment.

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- Stakeholder mapping and communication planning.
- Simulation: leading an organisation through a strategic change.

Day 5: Performance, Influence, and Strategic Leadership

- Strategic KPIs and key risk indicators (KRIs) with baselines and targets.
- Dashboards, performance dialogue, and course correction.
- Influencing boards, investors, and senior stakeholders.
- Ethics, accountability, and decision quality under pressure.
- Building leaders and capability for long-term delivery.
- Personal strategic leadership development planning.
- Capstone: presenting an integrated strategic management and leadership plan.

Conclusion

By successfully completing The Art of Strategic Management and Leadership, participants will gain a practical command of strategy formulation, planning, execution, and influence. They will acquire skills in competitive analysis, investment appraisal, organisational alignment, and strategic performance measurement. Gentex Training Center designs the program to help professionals set direction with confidence and lead people to deliver it.

FAQs





Q1 What is the "The Art of Strategic Management and Leadership" course about?

It develops professionals who can set direction and carry it through an organisation. The course spans competitive analysis, strategy choice and portfolio design, planning and investment appraisal, execution leadership and alignment, and strategic performance measurement.

Q2 What are the key benefits of the "The Art of Strategic Management and Leadership" course?

You gain a working method rather than a collection of models. The course sharpens strategic and financial judgement, improves planning discipline, strengthens alignment between structure and strategy, and builds the credibility to influence boards and senior stakeholders.

Q3 What skills will I gain from the "The Art of Strategic Management and Leadership" course?

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



Q4 What tools, methods, or standards are covered in the "The Art of Strategic Management and 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, RACI and decision rights, risk registers, Kotter's eight steps, the ADKAR model, and strategic KPIs and KRIs with baselines and targets.

Q5 How is the "The Art of Strategic Management and Leadership" course applied in real-world practice?

Participants apply it to real work such as formulating a strategic direction, building an investment case for approval, aligning a structure with strategy, and running a strategy review that reallocates resources. The same methods support board papers and transformation programme design.