

THE COMPLETE STRATEGIC & LEADERSHIP INSIGHTS



GENTEX[®]
TRAINING CENTER



Introduction

The Complete Strategic & Leadership Insights Training Course combines strategic thinking with the leadership behaviours that turn direction into results. Participants examine how industries shift, how choices are framed, and how leaders align people behind a chosen course of action. The programme moves from analysis and strategy formulation into influence, decision-making, and execution discipline. As a result, learners gain insight they can apply immediately rather than abstract theory. Furthermore, the course strengthens judgement, communication, and the personal credibility that makes strategic leadership credible.

The Complete Strategic & Leadership Insights Course Objectives

- Define strategic intent and translate it into clear organizational direction.
- Analyse the external environment using PESTLE, Porter's Five Forces, and scenario planning.
- Assess internal capability with the VRIO framework and value chain analysis.
- Apply SWOT and strategic group mapping to position the organization.
- Choose between cost leadership, differentiation, and focus strategies.
- Make high-stakes decisions using decision matrices and multi-criteria decision analysis.
- Set strategic objectives with the Balanced Scorecard and OKRs.
- Build influence and alignment with stakeholder mapping and power-interest grids.
- Apply situational leadership and the GROW model to develop people.
- Lead change with Kotter's eight steps and the ADKAR model.

Course Methodology

- Interactive sessions built on strategic and leadership cases.

LEARN BOLD. LEAD BEYOND

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



- Workshops on strategy analysis, decision-making, and influence practice.
- Group work on stakeholder plans, alignment, and change design.
- Hands-on practice with SWOT, Balanced Scorecard, OKRs, and decision matrices.
- Simulation of a contested strategy and a leadership under pressure.
- Facilitator coaching and peer review on personal leadership plans.

Who Should Take This Course

- Senior managers and directors with strategic responsibility.
- Business unit and functional leaders.
- Strategy and corporate development professionals.
- Programme and transformation leaders.
- High-potential managers preparing for senior roles.
- Consultants advising on strategy and leadership development.

The Complete Strategic & Leadership Insights Course Outlines

Day 1: Strategic Thinking and Insight

- What strategy is and what it is not.
- Strategic intent, mission, vision, and measurable objectives.
- Levels of strategy: corporate, business, and functional.
- Deliberate versus emergent strategy (Mintzberg).
- Systems thinking and long-term consequences.
- Strategic insight: reading signals before they become obvious.
- Case discussion: a leader who misread a market shift.





Day 2: External and Internal Analysis

- PESTLE and scenario planning for uncertainty.
- Industry structure with Porter's Five Forces.
- Strategic group mapping and competitor analysis.
- Resource-based view and the VRIO framework.
- Value chain analysis and core competence identification.
- SWOT analysis and strategic positioning.
- Workshop: analysing a sector and defending a strategic choice.

Day 3: Strategy Choice and Decision Quality

- Generic strategies: cost leadership, differentiation, and focus.
- Portfolio thinking with the BCG and GE-McKinsey matrices.
- Decision trees and multi-criteria decision analysis.
- Countering cognitive biases: anchoring, confirmation bias, escalation of commitment.
- Pre-mortem analysis, red teaming, and devil's advocacy.
- Setting objectives with the Balanced Scorecard and OKRs.
- Exercise: appraising three strategic options.

Day 4: Leadership Insight and Influence

- Leadership styles and situational leadership (Hersey-Blanchard).
- Emotional intelligence and self-awareness.
- Building influence with stakeholder mapping and power-interest grids.
- Communication, persuasion, and executive presence.
- Coaching with the GROW model and the Trust Equation.

LEARN BOLD. LEAD BEYOND

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



- Delegation, empowerment, and decision rights.
- Simulation: aligning a sceptical group behind a decision.

Day 5: Execution, Change, and Leadership Legacy

- Translating strategy into execution plans and milestones.
- Leading change with Kotter's eight steps and the ADKAR model.
- Managing resistance and sustaining momentum.
- Strategic control, KPIs, and review cadence.
- Building leadership capability and succession.
- Personal leadership development and ethical judgement.
- Capstone: presenting an integrated strategy and leadership plan.

Conclusion

By successfully completing The Complete Strategic & Leadership Insights, participants will gain an integrated command of strategic analysis, choice, and execution alongside practical leadership influence. They will acquire skills in strategic thinking, decision quality, stakeholder alignment, and change leadership. Gentex Training Center designs the programme to help leaders turn insight into direction and direction into results.

FAQs

Q1 What is the "The Complete Strategic & Leadership Insights" course about?



LEARN BOLD. LEAD BEYOND

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



It combines strategic thinking with the leadership behaviours that turn direction into results. The course spans strategic thinking and insight, external and internal analysis, strategy choice and decision quality, leadership insight and influence, and execution and change leadership.

Q2 What are the key benefits of the "The Complete Strategic & Leadership Insights" course?

You gain insight you can apply immediately rather than abstract theory. The course sharpens strategic judgement, improves decision quality under uncertainty, strengthens influence and alignment, and helps leaders translate direction into execution others follow willingly.

Q3 What skills will I gain from the "The Complete Strategic & Leadership Insights" course?

You will develop four core skills: strategic thinking and environmental analysis, strategy choice and decision quality, leadership influence and stakeholder alignment, and execution and change leadership.

Q4 What tools, methods, or standards are covered in the "The Complete Strategic & Leadership Insights" course?



LEARN BOLD. LEAD BEYOND

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



The course covers PESTLE, scenario planning, Porter's Five Forces, strategic group mapping, the VRIO framework, value chain analysis, SWOT, generic strategies, the BCG and GE-McKinsey matrices, decision matrices and multi-criteria decision analysis, pre-mortem analysis, red teaming, devil's advocacy, the Balanced Scorecard, OKRs, situational leadership (Hersey-Blanchard), power-interest grids, the GROW coaching model, the Trust Equation, Kotter's eight steps, and the ADKAR model.

Q5 How is the "The Complete Strategic & Leadership Insights" course applied in real-world practice?

Participants apply it to real work such as defending a strategic option to executives, building a Balanced Scorecard for a unit, aligning a sceptical group behind a difficult decision, and leading a change programme. The same methods support succession planning and strategy reviews.

