

# **THE EXECUTIVE MANAGEMENT & LEADERSHIP DEVELOPMENT PROGRAMME**



**GENTEX<sup>®</sup>**  
TRAINING CENTER



## Introduction

The Executive Management & Leadership Development Programme Training Course prepares senior leaders for the demands of executive responsibility and enterprise-wide direction. Participants examine corporate strategy, financial stewardship, governance, and organizational leadership as one integrated executive mandate. The programme combines strategic analysis with the people and governance duties that shape long-term performance. As a result, learners gain a coherent executive framework rather than a collection of separate tools. Furthermore, the course strengthens board-level judgement, executive presence, and the capability to build leadership beneath them.

## The Executive Management & Leadership Development Programme Course Objectives

- Define executive mandate, corporate strategy, and enterprise direction.
- Analyse corporate context using PESTLE, Porter's Five Forces, and scenario planning.
- Assess competitive position with the VRIO framework and value chain analysis.
- Apply portfolio decisions using the BCG and GE-McKinsey matrices.
- Interpret financial statements and key ratios for executive decision-making.
- Set enterprise objectives with the Balanced Scorecard and OKRs.
- Apply corporate governance principles, board roles, and accountability structures.
- Manage enterprise risk using risk appetite statements and risk registers.
- Lead organizational change with Kotter's eight steps and the ADKAR model.
- Build executive presence and develop the senior leadership pipeline.

## Course Methodology

- Executive case discussions on corporate strategy and governance dilemmas.

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- Workshops on financial analysis, portfolio review, and governance design.
- Group work on enterprise risk, alignment, and succession planning.
- Hands-on practice with Balanced Scorecard, OKRs, and risk appetite statements.
- Simulation of a board review, a crisis, and a contested strategic decision.
- Executive coaching and peer review on personal leadership plans.

## Who Should Take This Course

- Senior executives, managing directors, and board members.
- Business unit and divisional leaders.
- Executives preparing for enterprise-level responsibility.
- Corporate strategy and development directors.
- Transformation and portfolio leaders.
- Senior finance, risk, and governance professionals.

## The Executive Management & Leadership Development Programme Course Outlines

### Day 1: The Executive Mandate and Corporate Direction

- What changes at executive level and where accountability sits.
- Corporate strategy, mission, vision, and measurable objectives.
- Levels of strategy: corporate, business, and functional.
- Stakeholder expectations: shareholders, regulators, employees, and society.
- Executive decision-making under uncertainty.
- Personal purpose, values, and executive credibility.
- Case discussion: an executive team undone by unclear direction.





## Day 2: Corporate Strategy and Competitive Position

- PESTLE and scenario planning for a shifting environment.
- Industry structure with Porter's Five Forces.
- Resource-based view and the VRIO framework.
- Value chain analysis and corporate advantage.
- Portfolio decisions with the BCG and GE-McKinsey matrices.
- Mergers, acquisitions, and strategic alliances.
- Workshop: reviewing a corporate portfolio and recommending moves.

## Day 3: Financial Stewardship and Enterprise Performance

- Reading financial statements: income statement, balance sheet, cash flow.
- Key ratios: profitability, liquidity, leverage, and efficiency.
- Capital allocation, investment appraisal, and return expectations.
- Budgeting, forecasting, and performance dialogue.
- Enterprise objectives with the Balanced Scorecard and OKRs.
- Reporting to boards and investors.
- Exercise: interpreting a financial pack and defending a decision.

## Day 4: Governance, Risk, and Executive Accountability

- Corporate governance principles and codes of practice.
- Board roles, committees, and separation of duties.
- Risk appetite statements, risk registers, and enterprise risk management.
- Compliance, ethics, and anti-bribery expectations.

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- Executive accountability, disclosure, and transparency.
- Crisis leadership, reputation, and stakeholder trust.
- Simulation: a board review and a governance challenge.

## Day 5: Leading People, Change, and Executive Legacy

- Executive presence, communication, and persuasion.
- Leading organizational change with Kotter's eight steps and the ADKAR model.
- Organizational design, culture, and decision rights.
- Building the senior leadership pipeline and succession.
- Talent development and institutional capability.
- Personal executive development and ethical judgement.
- Capstone: presenting an executive leadership plan.

## Conclusion

By successfully completing The Executive Management & Leadership Development Programme, participants will gain an integrated command of corporate strategy, financial stewardship, governance, and enterprise leadership. They will acquire skills in portfolio decisions, risk and accountability management, executive influence, and leadership succession. Gentex Training Center designs the programme to help executives set direction with rigour and build organizations that outlast them.

## FAQs





## Q1 What is the "The Executive Management & Leadership Development Programme" course about?

It prepares senior leaders for executive responsibility and enterprise-wide direction. The course spans the executive mandate and corporate direction, corporate strategy and competitive position, financial stewardship, governance and risk, and leading people, change, and executive legacy.

## Q2 What are the key benefits of the "The Executive Management & Leadership Development Programme" course?

You gain a coherent executive framework rather than a collection of separate tools. The programme sharpens corporate and portfolio judgement, strengthens financial and governance literacy, improves board-level communication, and helps executives build the leadership pipeline beneath them.

## Q3 What skills will I gain from the "The Executive Management & Leadership Development Programme" course?

You will develop four core skills: corporate strategy and portfolio decision making, financial stewardship and enterprise performance management, governance, risk, and executive accountability, and executive leadership with change and succession.



## Q4 What tools, methods, or standards are covered in the "The Executive Management & Leadership Development Programme" course?

The programme covers PESTLE, scenario planning, Porter's Five Forces, the VRIO framework, value chain analysis, the BCG and GE-McKinsey matrices, financial statement and ratio analysis, capital allocation and investment appraisal, the Balanced Scorecard, OKRs, corporate governance codes and board committee structures, risk appetite statements, enterprise risk management and risk registers, anti-bribery and ethics expectations, executive presence practice, Kotter's eight steps, the ADKAR model, organizational design and decision rights, and succession planning.

## Q5 How is the "The Executive Management & Leadership Development Programme" course applied in real-world practice?

Participants apply it to real work such as reviewing a corporate portfolio, presenting to a board, resetting an enterprise risk appetite, and leading an organizational change programme. The same methods support capital allocation decisions and executive succession planning.