

THE OXFORD ADVANCED STRATEGY AND LEADERSHIP PROFESSIONAL



GENTEX[®]

TRAINING CENTER



Introduction

The Oxford Advanced Strategy and Leadership Professional Training Course develops senior professionals who can set direction and carry an organization with them. Participants work through strategy formulation, decision quality, executive influence, and professional standards as one connected capability. The programme prepares learners for roles where results depend on judgement, credibility, and consistency rather than title alone. As a result, participants gain a professional standard they can apply across functions and levels. Furthermore, the course strengthens ethical reasoning, board-level communication, and the discipline needed to deliver under sustained pressure.

The Oxford Advanced Strategy and Leadership Professional Course Objectives

- Formulate strategic intent and translate it into measurable objectives.
- Analyse the strategic environment using PESTLE, Porter's Five Forces, and scenario planning.
- Assess organizational capability with the VRIO framework and value chain analysis.
- Apply portfolio decisions using the BCG and GE-McKinsey matrices.
- Make structured decisions using decision trees and multi-criteria decision analysis.
- Set and cascade objectives with the Balanced Scorecard and OKRs.
- Apply situational leadership and executive influence (Hersey-Blanchard) appropriately.
- Build stakeholder alignment with power-interest grids and coalition building.
- Coach and develop senior talent using the GROW model and SBI feedback.
- Lead change with Kotter's eight steps and the ADKAR model.

Course Methodology

- Executive case discussions on strategy and leadership dilemmas.



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- Workshops on strategic analysis, decision quality, and influence practice.
- Group work on portfolio review, stakeholder plans, and change design.
- Hands-on practice with Balanced Scorecard, OKRs, decision trees, and power-interest grids.
- Simulation of a contested strategic decision and a leadership under pressure.
- Executive coaching and peer review on professional development plans.

Who Should Take This Course

- Senior managers, directors, and heads of function.
- Experienced professionals with strategic or leadership duties.
- Strategy, planning, and performance professionals.
- Transformation and portfolio leaders.
- Senior functional leaders with cross-organizational influence.
- Consultants advising on strategy and leadership development.

The Oxford Advanced Strategy and Leadership Professional Course Outlines

Day 1: Strategic Foundations and Professional Purpose

- 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).
- The professional's role in strategy and decision-making.
- Personal purpose, values, and professional credibility.





- Case discussion: a strategy that failed because leadership lost focus.

Day 2: Strategic Analysis and Competitive Position

- PESTLE and scenario planning for an uncertain 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: analysing a sector and defending a strategic position.

Day 3: Decision Quality and Strategic Choice

- Generic strategies: cost leadership, differentiation, and focus.
- 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.
- Strategic risk registers and mitigation planning.
- Exercise: appraising three strategic options with a decision tree.

Day 4: Executive Influence and Leadership Practice

- Situational leadership (Hersey-Blanchard) and leadership styles.
- Emotional intelligence, self-awareness, and executive presence.
- Building influence with stakeholder mapping and power-interest grids.
- Communication, persuasion, and the pyramid principle (Minto).

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- Coaching with the GROW model and feedback with the SBI model.
- Delegation, empowerment, and decision rights with RACI.
- Simulation: aligning a sceptical executive group behind a decision.

Day 5: Execution, Change, and Professional Standards

- Translating strategy into execution plans, milestones, and accountability.
- Leading change with Kotter's eight steps and the ADKAR model.
- Managing resistance and sustaining momentum.
- Strategic control, KPIs, and review cadence.
- Ethics, integrity, and professional conduct under pressure.
- Building capability, succession, and personal development planning.
- Capstone: presenting an integrated strategy and leadership plan.

Conclusion

By successfully completing The Oxford Advanced Strategy and Leadership Professional, participants will gain an integrated command of strategy formulation, decision quality, and executive leadership practice. They will acquire skills in strategic analysis, portfolio judgement, stakeholder alignment, and change leadership grounded in professional ethics. Gentex Training Center designs the programme to help senior professionals set direction and carry people with them.

FAQs





Q1 What is the "The Oxford Advanced Strategy and Leadership Professional" course about?

It develops senior professionals who can set direction and carry an organization with them. The course spans strategic foundations and professional purpose, strategic analysis and competitive position, decision quality and strategic choice, executive influence and leadership practice, and execution, change, and professional standards.

Q2 What are the key benefits of the "The Oxford Advanced Strategy and Leadership Professional" course?

You gain a professional standard you can apply across functions and levels. The course sharpens strategic and portfolio judgement, improves decision quality under uncertainty, strengthens executive influence and board-level communication, and prepares you to lead change with credibility.

Q3 What skills will I gain from the "The Oxford Advanced Strategy and Leadership Professional" course?

You will develop four core skills: strategic analysis and competitive positioning, decision quality and strategic choice, executive influence and leadership practice, and execution, change, and professional standards.



Q4 What tools, methods, or standards are covered in the "The Oxford Advanced Strategy and Leadership Professional" course?

The course covers PESTLE, scenario planning, Porter's Five Forces, the VRIO framework, value chain analysis, generic strategies, the BCG and GE-McKinsey matrices, decision trees and multi-criteria decision analysis, pre-mortem analysis, red teaming, devil's advocacy, the Balanced Scorecard, OKRs, strategic risk registers, situational leadership (Hersey-Blanchard), power-interest grids, the pyramid principle (Minto), the GROW coaching model, the SBI (Situation-Behaviour-Impact) feedback model, RACI, Kotter's eight steps, and the ADKAR model.

Q5 How is the "The Oxford Advanced Strategy and Leadership Professional" course applied in real-world practice?

Participants apply it to real work such as defending a strategic position to a board, reviewing a corporate portfolio, aligning a sceptical executive group behind a difficult decision, and leading a change programme. The same methods support capital allocation decisions and senior succession planning.