

VISIONARY LEADERSHIP



GENTEX[®]

TRAINING CENTER



Introduction

Visionary Leadership Training Course develops leaders who can see past the present, describe a future worth working for, and bring people with them. Participants work through how vision is formed, tested, and communicated in conditions of uncertainty. The programme connects foresight, strategic thinking, and inspirational communication in one practical sequence. As a result, learners gain a repeatable method rather than motivational language. Furthermore, the course strengthens judgement, stakeholder credibility, and the resilience required to hold a long-term direction when short-term pressure argues otherwise.

Visionary Leadership Course Objectives

- Define vision, mission, and purpose and how they differ in practice.
- Analyse the external environment using PESTLE, scenario planning, and horizon scanning.
- Apply systems thinking to see long-term consequences and interdependencies.
- Build a compelling vision statement with clear, measurable objectives.
- Translate vision into strategy using SWOT, the Balanced Scorecard, and OKRs.
- Communicate vision through storytelling, framing, and the pyramid principle (Minto).
- Build influence and alignment with the Trust Equation and power-interest grids.
- Convert vision into execution plans with milestones and accountability.
- Lead change with Kotler's eight steps and the ADKAR model.
- Sustain vision over time with review cadence and resilience practices.

Course Methodology

- Interactive sessions built on visionary leadership and foresight cases.
- Workshops on scenario planning, vision building, and strategy translation.
- Group exercises on storytelling, alignment, and resistance handling.

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- Hands-on practice with PESTLE, SWOT, Balanced Scorecard, OKRs, and power-interest grids.
- Simulation of a contested vision and a leadership under pressure.
- Facilitator coaching and peer review on personal visionary leadership plans.

Who Should Take This Course

- Senior managers, directors, and heads of function.
- Leaders responsible for long-term direction.
- Strategy, planning, and transformation professionals.
- Business unit and regional leaders.
- High-potential leaders preparing for broader responsibility.
- Consultants advising on strategy and leadership development.

Visionary Leadership Course Outlines

Day 1: What Vision Really Means

- Vision, mission, purpose, and values compared.
- Why visions fail: vagueness, distance, and disconnection.
- The leader's role in forming and holding direction.
- Personal purpose and leadership credibility.
- The Johari Window and widening self-awareness.
- Emotional intelligence (Goleman) and leading with conviction.
- Case discussion: a vision everyone quoted and nobody used.

Day 2: Foresight and Strategic Context



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- PESTLE and horizon scanning for weak signals.
- Scenario planning for multiple plausible futures.
- Systems thinking and long-term consequences.
- Porter's Five Forces and competitive context.
- SWOT analysis and strategic positioning.
- Distinguishing genuine trends from noise.
- Workshop: building two contrasting scenarios for a sector.

Day 3: Crafting and Testing the Vision

- Writing a vision people can repeat and believe.
- Vision statements, ambition levels, and measurable objectives.
- Testing a vision: feasibility, coherence, and evidence.
- Using the Balanced Scorecard and OKRs to translate vision into strategy.
- Risk thinking and pre-mortem analysis for strategic ambition.
- Ethical limits and responsibility in bold claims.
- Exercise: drafting and stress-testing a vision statement.

Day 4: Communicating Vision and Building Alignment

- Storytelling, framing, and message discipline.
- The pyramid principle (Minto) for structured argument.
- Communicating vision through uncertainty and setbacks.
- Stakeholder mapping with power-interest grids.
- Building trust with the Trust Equation.
- Handling scepticism, cynicism, and competing visions.
- Simulation: presenting a contested vision to a sceptical group.





Day 5: Converting Vision into Sustained Reality

- Turning vision into execution plans, milestones, and accountability.
- Leading change with Kotler's eight steps and the ADKAR model.
- Managing resistance and sustaining momentum over years.
- Review cadence, leading indicators, and course correction.
- Personal resilience, conviction, and sustainable leadership pace.
- Personal visionary leadership development planning.
- Capstone: presenting a visionary leadership plan.

Conclusion

By successfully completing Visionary Leadership, participants will gain a practical command of foresight, vision building, strategy translation, and inspirational communication. They will acquire skills in scenario planning, structured persuasion, stakeholder alignment, and sustained change leadership. Gentex Training Center designs the programme to help leaders set a direction people choose to follow.

FAQs

Q1 What is the "Visionary Leadership" course about?

It develops leaders who can see past the present, describe a future worth working for, and bring people with them. The course spans what vision really means, foresight and strategic context, crafting and testing the vision, communicating vision and building alignment, and converting vision into sustained reality.



Q2 What are the key benefits of the "Visionary Leadership" course?

You gain a repeatable method rather than motivational language. The course sharpens foresight and strategic judgement, improves vision testing, strengthens persuasive communication, and helps you hold a long-term direction while short-term pressure argues otherwise.

Q3 What skills will I gain from the "Visionary Leadership" course?

You will develop four core skills: foresight and scenario-based strategic analysis, vision crafting and stress-testing, inspirational communication and stakeholder alignment, and strategy translation with sustained change leadership.

Q4 What tools, methods, or standards are covered in the "Visionary Leadership" course?

The programme covers PESTLE, horizon scanning, scenario planning, systems thinking, Porter's Five Forces, SWOT, vision statement design, the Balanced Scorecard, OKRs, pre-mortem analysis, the Johari Window, Goleman's emotional intelligence framework, storytelling and framing techniques, the pyramid principle (Minto), the Trust Equation, power-interest grids, leading indicators and review cadence, Kotler's eight steps, and the ADKAR model.



Q5 How is the "Visionary Leadership" course applied in real-world practice?

Participants apply it to real work such as building scenarios for an uncertain market, drafting and testing a vision statement for a unit, presenting a contested vision to a sceptical group, and converting direction into a multi-year execution plan. The same methods support board strategy discussions and succession planning.