EXECUTIVE PROGRAMME IN STRATEGIC LEADERSHIP, PLANNING AND EXECUTION

Introduction

In an increasingly complex and competitive global environment, organizations must develop robust strategies and ensure their effective execution to remain relevant and sustainable. Many institutions fail not because they lack strategy, but because they struggle to translate strategic intentions into operational reality. This executive programme equips senior leaders with advanced tools and frameworks to design, implement, and drive organizational strategy. Participants will gain the capacity to align organizational vision, strategic priorities, operational plans, and resource allocation to achieve measurable results. The programme emphasizes strategic leadership, evidence-based decision making, and the practical application of globally recognized strategic management frameworks. Participants will explore strategic planning methodologies, environmental analysis tools, strategy formulation techniques, and effective execution mechanisms that ensure strategy becomes a living management process rather than a static document. Through case studies, executive simulations, and peer learning, the course enables leaders to sharpen their strategic thinking, strengthen institutional resilience, and drive sustainable organizational growth.

Course Objectives

- Apply advanced strategic management frameworks in organizational leadership
- Conduct comprehensive internal and external strategic analysis
- Develop and implement effective strategic plans
- Align organizational resources and operations with strategic priorities
- Lead strategy execution across departments and functions
- Manage strategic risks and opportunities in dynamic environments

Course Modules

P.O Box 7254- 01000
www.trustgatecorporateskills.co.ke
Location Thika & Nairobi

> Module 1: Strategic Leadership and Organizational Vision
- Strategic leadership in modern organizations
- Developing organizational vision, mission, and values
- Strategic thinking and decision making
- Aligning leadership and organizational strategy

> Module 2: Strategic Environmental Analysis
- Internal capability assessment
- Organizational resource and competency analysis
- External environment analysis
- Industry and competitive analysis

> Module 3: SWOT and PESTLE Analysis for Strategic Insight
- Advanced SWOT analysis for organizations
- PESTLE analysis and macro-environment scanning
- Identifying strategic opportunities and threats
- Translating analysis into strategic priorities

> Module 4: Strategy Formulation and Strategic Choices
- Strategic goal setting
- Strategic options and competitive positioning
- Corporate, business, and functional strategies
- Strategic decision-making frameworks

> Module 5: Strategy Execution and Change Leadership
- Translating strategy into operational plans
- Resource allocation and strategic budgeting
- Leading organizational change during strategy implementation
- Managing resistance and organizational transformation

> Module 6: Strategic Risk Management
- Identifying strategic risks
- Scenario planning
- Managing uncertainty in strategic environments
- Strategic resilience and adaptability

> Module 7: Performance Management and Strategic Measurement
- Developing strategic performance indicators (KPIs)

- Balanced Scorecard and performance measurement systems
- Monitoring and evaluating strategic implementation
- Data-driven decision-making for organizational performance

> Module 8: Innovation, Digital Transformation, and Future Readiness
- Leading innovation in dynamic environments
- Digital transformation and emerging technologies
- Building agile and future-ready organizations
- Driving continuous improvement and organizational competitiveness

> Module 9: Stakeholder Engagement and Corporate Governance
- Strategic stakeholder identification and management
- Corporate governance and ethical leadership
- Board and executive leadership alignment
- Building strategic partnerships and institutional trust

> Module 10: Executive Communication, Negotiation, and Influence
- Executive communication and strategic messaging
- Negotiation and conflict management skills
- Influencing teams and stakeholders effectively
- Leading high-performance executive teams

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