



course : Leadership Program for Senior Executives

City :	Cairo	Hotel :	Cairo Marriott Hotel & Omar Khayyam Casino
Start Date :	2025-11-30	End Date :	2025-12-11
Period :	2 Weeks	Price :	5925 \$

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Course Overview

This executive leadership program is designed to equip senior leaders with the advanced knowledge, mindset, and skills required to thrive in today's complex and disruptive business environment. Participants will explore the inner identity of effective executives, learn to build and sustain organizational culture, engage with markets and competition, and drive strategies from design to execution. The program emphasizes the dual role of executives as visionaries and implementers, enabling them to create sustainable value while maintaining personal resilience and ethical integrity. Through practical frameworks, real-world insights, and reflective practices, executives will prepare to navigate uncertainty, lead transformation, and secure their legacy as future-ready leaders.

Course Objectives

By the end of the Leadership Programme for Senior Executives , participants will be able to:

- Evaluate personal leadership capabilities, and benchmark against globally recognized leaders.
- Influence the culture within their organization through higher engagement and employee involvement.
- Create value by applying vital executive skills across the full range of responsibilities.
- Evaluate organizational and workplace disruptions and take advantage of opportunities to maintain a competitive edge.
- Write a personal executive agenda that drives top performance personally and organizationally.

Target Audience

Leadership Programme for Senior Executives is ideal for :

Senior executives who are keen to hone and develop critical business leadership skills in an increasingly global and competitive environment.

Methodology

This program is specifically designed for:

- Senior executives, directors, and C-level leaders (CEOs, CFOs, COOs, CIOs, etc.)
- General managers and business unit heads responsible for strategic decision-making
- Senior leaders transitioning into top executive roles
- Experienced professionals preparing for board-level responsibilities
- Leaders seeking to strengthen their executive presence, strategic influence, and legacy-building capacity

Course Outline

Day 1: The Executive from Within - Leadership Identity and Inner Mastery

- Understanding and Developing the Inner Core of a Senior Executive
- Executive Leadership Across Contexts: Local, Regional, and Global Dimensions
- Behavioral vs. Functional Competencies of High-Impact Executives
- Self-Awareness, Executive Presence, and Leadership Mindset
- Leadership Styles: Flexibility and Effectiveness in Various Scenarios
- Ethics in Executive Leadership:
- Interpreting Ethical Standards
- Practicing Ethical Decision-Making
- Building a Sustainable Ethical Framework
- Level 5 Leadership: Insights from Jim Collins on Leadership Maturity

Day 2: Leading the Organization - Building Culture and Driving Engagement

- From Vision to Organizational Influence
- The Executive Perspective: Seeing the Big Picture
- Influencing and Shaping Organizational Culture
- Designing Effective Organizational Structures
- Employee Engagement: Building Trust, Accountability, and Ownership
- Leadership Communication: Cascading Vision and Purpose
- Building a Collaborative Leadership Environment

Day 3: Leading Beyond the Organization - Market, Competition, and Alliances

- Strategic External Engagement for Sustainable Growth
- Understanding the Evolving Market Landscape and Consumer Behavior
- Market Collaboration: Strategic Partnerships and Alliances
- Competition Intelligence: Knowing Your Competitors and Differentiating Smartly
- Positioning the Organization in a Disruptive Marketplace
- The Role of the Executive in Navigating Market Complexity
- Scenario Thinking and External Risk Management

Day 4: From Strategy to Execution - Creating and Measuring Value

- Strategic Agility and Operational Excellence
- Staying Strategically Nimble in a Fast-Changing World
- Driving Operational Versatility and Performance
- Financial Acumen for Executives:
- Business Forecasting
- Understanding Financial Statements
- Identifying Key Measures and KPIs
- Executive Decision-Making Under Pressure
- Creating Value:

The Clayton Christensen Model

Other Proven Frameworks for Innovation and Growth

Day 5: The Executive Agenda - Future Readiness and Personal Sustainability

- Building a Leadership Legacy
- The Executive Challenge: Balancing Stability and Agility
- Leading Through Disruption: Embracing Risk and Thinking in Alternatives
- The 5 Critical Responsibilities of Every Senior Executive
- The 4 Strategic Elements on Every Executive Agenda
- Mentoring, Coaching, and Peer Learning as Tools for Executive Growth
- Self-Development and Personal Wellness: Sustaining Yourself to Sustain Others
- Closing Reflections: The View from the Top - What's Next for You?