



LEADERSHIP AND MANAGEMENT

Certified Strategic Manager

Professional training programme



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Welcome to this high-impact, mindset-expanding Leadership Training Course focused on Strategies, Risks, Negotiation, and Leadership! As Mark Zuckerberg, co-founder of Facebook, wisely noted, "The biggest risk is not taking any risk. In a world that is changing rapidly, the only strategy guaranteed to fail is not taking risks." Complementing this perspective, Tom Peters, renowned for his book "In Search of Excellence," advises, "Test fast, fail fast, adjust fast!" This Certified Strategic Manager will delve into these powerful principles, equipping you to thrive in an unpredictable world and a volatile business environment. Embrace cutting-edge leadership and management practices designed to enhance your performance and decision-making. Join us to become part of an elite group of professionals prepared to excel amidst uncertainty and challenge.

Why Attend

This course uses instructor-led sessions, guided discussion, and practical exercises focused on besides a wide, and in-depth coverage of topics, the following are the major highlights:

Who Should Attend

Supervisors and Team Leaders
Current and Potential Strategic Leaders at All Levels
Those Responsible for Developing and Leading Strategy
Business Managers of All Levels

— Learning Objectives

- How to Develop an Appreciation and Understanding of Strategies, Risks, Negotiation and Leadership Skills
- How to Master and Apply Effective Negotiation Skills
- How to Engage in Powerful Interpersonal Win-Win Relationship Skills
- How to Build a Strong and Highly Motivated Team
- How to Self-Coach Yourself, with Positive Confidence Skills

— Course Outline

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Besides a wide, and in-depth coverage of topics, the following are the major highlights:

- The Relationships Between Vision, Mission and Strategy
- The Steps Involved in Developing a Risk Strategy
- The Everyday Role and Attitude of 'Win-Win' Negotiating
- Strategy and Tactics in Negotiating
- Understanding Your Opponent's Negotiating Style and Tactics
- Maximizing the Performance of Each Team Member
- Strategic Leadership for Team Development
- How to Expand Your Communication Skills, Both Verbal and Non-Verbal
- How to Self-Coach Yourself to Maximize Your Incredible Potential
- Learn How to Reprogramme Your Subconscious Mind for Success
- Knowing How to Motivate Yourself and Others

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Frankfurt - Germany	€1,625
12 - 16 October 2026	Vienna - Austria	€2,125
9 - 13 November 2026	Rome - Italy	€2,125
9 - 13 November 2026	Barcelona - Spain	€1,925
14 - 18 December 2026	Kuala Lumpur - Malaysia	€1,400
14 - 18 December 2026	Paris - France	€2,250
18 - 22 January 2027	Barcelona - Spain	€1,925
15 - 19 February 2027	Paris - France	€2,250

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.