



LEADERSHIP AND MANAGEMENT

The Senior Level Leadership Program

Course code: LM-042

SPARK TRAINING

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

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— Workshop Overview

Senior leaders shape organizational culture, influence strategic direction, and inspire confidence across stakeholders. Success at the executive level requires more than technical expertise—it demands executive presence, strategic communication, relationship management, and the ability to influence decisions at the highest levels. This program equips senior leaders with the advanced leadership capabilities needed to strengthen executive impact, build high-performing organizations, and lead with confidence in complex business environments.

Why Attend

The program combines executive workshops, leadership assessments, case studies, strategic discussions, role plays, executive coaching, presentation simulations, peer learning, and practical leadership exercises focused on real-world executive challenges.

Who Should Attend

C-suite executives
Directors and executive managers
General managers
Business unit leaders
Government executives
Senior department heads
High-potential executives preparing for strategic

— Learning Objectives

- Strengthen executive presence and professional leadership image
- Build trusted relationships with stakeholders through authentic leadership
- Lead and develop high-performing executive teams
- Influence strategic decisions through persuasive communication
- Communicate organizational vision with clarity and confidence
- Handle complex leadership situations with credibility and resilience
- Develop a personal executive leadership strategy for sustained success

Course Outline

**DAY
1**

Executive Presence and Leadership Brand

- Understanding the heightened visibility and responsibilities of executive leadership
- Developing an authentic executive presence that inspires confidence and credibility
- Building a leadership brand aligned with organizational values and strategic objectives
- Strengthening professional image through effective personal presentation and behavior
- Demonstrating energy, resilience, and purpose to influence organizational culture
- Managing executive reputation across both digital and face-to-face environments

**DAY
2**

Executive Leadership Through Coaching and Mentoring

- Building trust-based relationships that strengthen leadership effectiveness
- Applying servant leadership principles to support organizational success
- Strengthening engagement with employees, customers, partners, and stakeholders
- Developing authentic and meaningful executive relationships
- Influencing people through credibility, empathy, and effective communication
- Coaching and mentoring future leaders to build long-term organizational capability

**DAY
3**

Leading High-Performing Executive Teams

- Building collaborative, accountable, and high-performing leadership teams
- Understanding personality preferences and their impact on executive collaboration
- Applying relationship mapping techniques to strengthen influence and stakeholder engagement
- Managing conflict constructively while maintaining strategic alignment
- Leveraging diverse leadership styles to improve executive decision-making
- Developing a culture of collaboration, trust, and shared accountability

**DAY
4**

Executive Influence and Strategic Communication

- Presenting ideas persuasively to executive committees and boards
- Structuring strategic presentations that support informed decision-making
- Influencing stakeholders with differing priorities and perspectives
- Negotiating agreements and building consensus among senior decision-makers
- Managing challenging discussions, executive questions, and high-level meetings with confidence
- Practical workshop: Delivering executive presentations and responding to strategic challenges

DAY

5

Leading Organizational Direction and Performance

- Communicating organizational vision, strategy, and priorities effectively
- Establishing leadership expectations and reinforcing organizational values
- Building a culture of accountability, integrity, and high performance
- Addressing underperformance through decisive and constructive leadership
- Leading organizational alignment through clear communication and effective decision-making
- Final executive leadership simulation: Developing a personal executive leadership roadmap, course review, and action planning

— Upcoming Classroom Dates

DATE	LOCATION	FEE
18 - 22 January 2027	Amsterdam - Netherlands	€1,900
15 - 19 February 2027	London - United Kingdom	€2,100
15 - 19 March 2027	Istanbul - Türkiye	€1,400
19 - 23 April 2027	Vienna - Austria	€2,250
17 - 21 May 2027	Barcelona - Spain	€1,600
21 - 25 June 2027	Paris - France	€2,250
19 - 23 July 2027	Frankfurt - Germany	€1,700
16 - 20 August 2027	Barcelona - Spain	€1,600

— 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.