MERCURY

Being a Leader/CEO Training Course

23 – 27 November 2026
Barcelona (Spain)



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Ref: 15913_1078576 **Date:** 23 – 27 November 2026 **Location:** Barcelona (Spain) **Fees:** 5600 Euro

Introduction:

In today's fast-paced and ever-evolving business landscape, the role of a leader or CEO goes beyond traditional management. The Being a Leader/CEO training course equips aspiring and current leaders with the skills, mindset, and strategies required to lead organizations with confidence and vision. Participants will explore essential leadership principles, decision-making frameworks, and innovative approaches to driving organizational success, inspiring teams, and creating lasting impact.

The Being a Leader/CEO course offers a unique opportunity to refine leadership styles, embrace strategic thinking, and prepare for the challenges of executive leadership in a dynamic global market. Being a leader, especially as a CEO, is about more than just holding a title. It's about guiding others toward success. Being a leader means having the responsibility to inspire, make crucial decisions, and shape the direction of an organization.

The importance of being a leader lies in the ability to influence change, foster innovation, and drive results. The benefits of being a leader are the opportunity to impact the lives of others, create a lasting legacy, and enjoy career advancement. Being a leader presents challenges, such as managing complex decisions, leading diverse teams, and maintaining motivation during tough times. The principles of being a leader involve clear communication, empathy, and accountability.

In contrast, the roles and responsibilities of a leader encompass setting a vision, developing strategies, and ensuring the welfare of employees. Similarly, a CEO takes on these leadership duties at the highest level, with the added advantage of overseeing the entire company. A CEO means shaping the business's future, making influential decisions, and building a culture of success, offering advantages and benefits in personal and professional growth.

Targeted Groups:

- Aspiring CEOs and senior executives.
- Current CEOs are seeking to enhance their leadership skills.
- Business owners and entrepreneurs.
- Senior managers are preparing for executive roles.
- Board members and strategic decision-makers.
- Leadership professionals in corporate, nonprofit, and government sectors.

Course Objectives:

At the end of this Being a Leader/CEO course, the participants will be able to:

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- Develop strategic thinking and visionary leadership skills.
- Enhance decision-making capabilities in complex scenarios.
- Master effective communication and influence techniques.
- Build high-performing teams and foster organizational culture.
- Strengthen crisis management and problem-solving abilities.
- Cultivate innovation and drive sustainable change.
- Improve financial literacy for better resource allocation.
- Promote ethical leadership and governance practices.

Targeted Competencies:

By the end of this Being a Leader/CEO training, the participant's competencies will:

- Strategic decision-making.
- Visionary leadership.
- Effective communication and influence.
- Crisis management and adaptability.
- Team building and talent development.
- Financial acumen and resource optimization.
- Innovation and change management.
- Ethical leadership and governance.

Course Content:

Unit 1: Fundamentals of Leadership and CEO Responsibilities:

- Explore the core roles and responsibilities of a CEO.
- Understand the differences between leadership and management.
- Learn the principles of visionary and transformational leadership.
- Assess personal leadership styles and their impact on organizations.
- Identify key leadership challenges in modern business environments.

Unit 2: Strategic Thinking and Organizational Vision:

- Develop long-term strategies aligned with organizational goals.
- Learn to craft and communicate a compelling vision.
- Analyze industry trends and their implications for business strategy.
- Use strategic tools such as SWOT, PESTEL, and scenario planning.
- Build agility to adapt strategies in response to market changes.

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Unit 3: Effective Communication and Stakeholder Engagement:

- Master executive communication techniques for internal and external audiences.
- Learn the art of persuasion and negotiation.
- Strengthen skills in presenting ideas to boards and investors.
- Foster transparent communication with employees and stakeholders.
- Manage public relations and media interactions confidently.

Unit 4: Building High-Performance Teams and Organizational Culture:

- Develop skills in recruiting and retaining top talent.
- Create an inclusive and innovative workplace culture.
- Learn to inspire and motivate teams for peak performance.
- Foster collaboration and resolve conflicts effectively.
- Implement performance management and feedback systems.

Unit 5: Financial and Operational Excellence for CEOs:

- Gain insights into financial planning and resource allocation.
- Understand key performance indicators and metrics for success.
- Explore risk management strategies to safeguard organizational assets.
- Improve operational efficiency through process optimization.
- Learn to balance short-term goals with long-term sustainability.