MERCURY

Strategic Executive Leadership & Influence

8 – 12 November 2027
Barcelona (Spain)



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Ref: 121487_1080224 **Date:** 8 – 12 November 2027 **Location:** Barcelona (Spain) **Fees:** 5600 Euro

Introduction

This Strategic Executive Leadership & Influence course develops advanced capabilities in strategic executive leadership and high-impact organizational influence within complex business environments. It focuses on strengthening executive presence, decision-making agility, and leadership communication skills required at senior management levels. Participants will explore how to align leadership behavior with organizational strategy to drive sustainable performance. The program emphasizes building credibility and trust with stakeholders across diverse organizational structures. It integrates modern leadership practices with practical frameworks for executive influence used in global organizations. Ultimately, it prepares leaders to navigate uncertainty while leading transformation with clarity and authority.

Targeted Groups

This Strategic Executive Leadership & Influence training targets professionals seeking knowledge and skills:

- Senior executives are responsible for organizational direction and leadership strategy.
- Middle managers preparing for executive leadership roles.
- Team leaders aiming to strengthen executive presence.
- Project managers are involved in strategic decision-making.
- HR leaders focused on leadership development programs.
- Consultants supporting organizational transformation initiatives.
- Business owners are managing growth and influence strategies.

Course Objectives

Participants will achieve the following objectives by completing the Strategic Executive Leadership & Influence course:

- Understand principles of strategic executive leadership in modern organizations.
- Develop strong executive presence and leadership communication skills.
- Apply strategic thinking to complex business challenges.
- Enhance decision-making leadership in high-pressure environments.
- Build effective strategies for stakeholder management and influence.
- Strengthen organizational leadership strategy alignment.
- Improve ability to lead cross-functional teams effectively.
- Master leadership influence techniques for senior roles.
- Apply executive influence models in real business contexts.
- Increase capability in driving organizational transformation.
- Strengthen negotiation and persuasion skills in leadership settings.

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- Develop clarity in vision-driven leadership execution.

Targeted Competencies

Participants will gain the following competencies during the Strategic Executive Leadership & Influence program:

- Executive decision-making under uncertainty.
- Strategic leadership and organizational alignment.
- Leadership communication and influence skills.
- Stakeholder engagement and management capability.
- Executive presence and authority building.
- Critical thinking for leadership challenges.
- Change leadership and transformation capability.
- Team leadership at the senior management level.
- Strategic planning and execution skills.
- Persuasion and negotiation in executive environments.

Studying Scenarios

In this Strategic Executive Leadership & Influence training, participants develop skills through the following scenarios:

- Leading strategic board-level decision discussions in real business cases.
- Managing executive communication during organizational crises and uncertainty.
- Influencing stakeholders with conflicting priorities in corporate environments.
- Driving strategic change initiatives across multiple departments.
- Resolving high-level leadership conflicts using structured influence methods.
- Presenting executive strategies to senior governance committees.

Course Content

Unit 1: Foundations of Strategic Executive Leadership

- Understanding the core principles of strategic executive leadership in modern organizations.
- Exploring leadership roles at the executive level and organizational expectations.
- Defining executive leadership versus operational management responsibilities.
- Building awareness of the leadership mindset required for strategic influence.
- Studying leadership frameworks that support organizational direction-setting.
- Identifying key competencies for effective executive leadership success.
- Analyzing real-world examples of executive leadership in global enterprises.
- Understanding the link between leadership vision and organizational performance.

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Unit 2: Strategic Thinking and Decision-Making for Executives

- Developing structured strategic thinking approaches for complex environments.
- Applying executive decision-making models in high-impact situations.
- Evaluating risks and opportunities in organizational leadership decisions.
- Strengthening analytical thinking for leadership strategy development.
- Aligning strategic goals with organizational vision and mission execution.
- Enhancing problem-solving techniques for executive-level challenges.
- Using data-informed insights for leadership decision optimization.
- Improving agility in decision-making under uncertainty and pressure.

Unit 3: Executive Influence and Stakeholder Management

- Understanding the concept of executive influence in organizational leadership.
- Building trust and credibility with internal and external stakeholders.
- Applying influence strategies for leadership alignment and cooperation.
- Managing stakeholder expectations in complex organizational environments.
- Developing negotiation skills for executive-level discussions.
- Enhancing persuasion techniques in leadership communication settings.
- Identifying stakeholder power dynamics and influence mapping.
- Strengthening relationship management for long-term leadership success.

Unit 4: Leadership Communication and Executive Presence

- Developing advanced leadership communication skills for executive roles.
- Building strong executive presence in meetings and presentations.
- Mastering communication strategies for leadership influence and clarity.
- Enhancing verbal and non-verbal communication in executive environments.
- Structuring impactful messaging for strategic leadership communication.
- Managing communication during organizational change and transformation.
- Improving storytelling techniques for leadership engagement and influence.
- Strengthening active listening skills in executive leadership contexts.

Unit 5: Strategic Change Leadership and Organizational Transformation

- Leading organizational change through strategic executive leadership approaches.
- Understanding change management principles in leadership contexts.
- Driving transformation initiatives aligned with business strategy goals.
- Managing resistance to change using executive influence techniques.
- Aligning teams with strategic transformation objectives effectively.
- Enhancing leadership agility during organizational restructuring processes.
- Implementing sustainable change leadership strategies in organizations.
- Measuring the impact of leadership decisions on organizational transformation outcomes.

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Final Insights & Key Takeaways

Strategic executive leadership and influence are essential capabilities for driving organizational success in dynamic business environments. Mastering these competencies enables leaders to guide transformation, inspire teams, and achieve long-term strategic goals.