Business Development Leadership for Senior Managers

28 June – 2 July 2027
Rome (Italy)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Business Development Leadership for Senior Managers

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Introduction:

The Business Development Leadership for Senior Managers course is designed for experienced leaders who seek to enhance their strategic and operational business development skills. It focuses on strengthening leadership capabilities to drive sustainable growth and long-term competitiveness in today's complex and evolving markets.

Through this Business Development Leadership for Senior Managers training, participants will learn how to identify and capitalize on new market opportunities, develop and implement effective business development strategies, and lead high-performing teams. Real-world case studies and advanced frameworks will be utilized to bridge the gap between theory and practical application, enabling participants to navigate real-time challenges.

The Business Development Leadership for Senior Managers program integrates leadership development with business acumen, emphasizing stakeholder engagement, customer value creation, and strategic decision-making. Senior managers will gain the tools to influence at an executive level and guide organizational direction with confidence. It supports professionals in transforming their business development vision into impactful action.

Targeted Groups:

This Business Development Leadership for Senior Managers training targets professionals seeking specialized knowledge and skills:

- Senior managers and executives are responsible for developing and implementing growth strategies.
- Directors responsible for business development or corporate strategy.
- Department heads are aiming to transition into strategic leadership roles.
- Team leaders managing regional or international expansion.
- Professionals leading innovation, transformation, or partnerships.
- Consultants supporting organizational growth or restructuring.
- Entrepreneurs manage business scaling and diversification.
- Business unit leaders are seeking cross-functional collaboration.
- Strategy officers focused on competitive market positioning.
- Any leader seeking actionable tools for sustainable development.

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Course Objectives:

Participants will achieve the following objectives by completing the Business Development Leadership for Senior Managers course:

- Define strategic business development in changing markets.
- Analyze internal and external growth drivers and inhibitors.
- Identify key stakeholder needs and align value propositions.
- Develop actionable business development strategies.
- Apply leadership principles to inspire innovation and collaboration.
- Evaluate and optimize business development processes.
- Improve strategic negotiation and relationship-building skills.
- Lead cross-functional teams for project and initiative execution.
- Monitor key performance indicators and adjust your approaches accordingly.
- Integrate market intelligence into decision-making.
- Translate strategic objectives into measurable business outcomes.
- Anticipate industry disruptions and position the organization effectively.
- Create sustainable plans that align with the organizational vision.
- Implement feedback loops to ensure strategic alignment.
- Communicate business growth objectives to senior stakeholders.

Targeted Competencies:

Participants will gain the following competencies during the Business Development Leadership for Senior Managers program:

- Strategic business development and forecasting.
- Executive-level leadership and decision-making.
- Value proposition design and market alignment.
- Cross-functional team leadership.
- Communication and stakeholder management.
- Business model innovation and scalability.
- Strategic negotiation and influence.
- Metrics-driven performance evaluation.
- Risk mitigation and scenario planning.
- Innovation leadership and growth thinking.

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MERCURY

Course Content:

Unit 1: Strategic Leadership in Business Development:

- Understand the evolving role of business development in the leadership context.
- Explore the difference between operational and strategic leadership.
- Assess the alignment of strategic vision with business growth.
- Evaluate organizational readiness for expansion and transformation.
- Learn frameworks for developing strategic thinking in leadership.
- Analyze case studies of leadership failures and successes in business development.
- Apply systems thinking to anticipate market shifts and respond effectively.
- Explore leadership challenges in high-growth business environments.
- Foster visionary leadership to build long-term growth capacity.

Unit 2: Advanced Market and Competitive Analysis:

- Conduct comprehensive external market and industry analysis.
- Use data-driven tools for competitor benchmarking.
- Map customer segments and assess evolving needs.
- Identify blue ocean opportunities through market gap analysis.
- Apply scenario planning techniques for uncertain markets.
- Discover how to utilize SWOT and PESTLE for effective strategic growth planning.
- Integrate customer insight into strategic development.
- Evaluate international market entry and expansion strategies.
- Prioritize strategic investments based on their return on investment ROI projections.

Unit 3: Innovation, Value Creation, and Business Model Design:

- Identify innovation-driven business development strategies.
- Apply the Business Model Canvas for strategic planning.
- Redesign value propositions to meet the evolving needs of clients.
- Leverage emerging technologies for competitive advantage.
- Use lean startup and design thinking in growth strategy.
- Evaluate innovation ecosystems and partnerships.
- Build frameworks for co-creation and collaborative ventures.
- Strike a balance between short-term wins and long-term innovation investments.
- Structure internal processes to support innovation and agility.

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Unit 4: Leading High-Impact Business Development Teams:

- Structure effective cross-functional business development teams.
- Enhance leadership agility to adapt across business cycles.
- Empower team members through performance coaching.
- Align team activities with organizational growth goals.
- Encourage ownership, accountability, and innovation within teams.
- Improve collaboration across departments and business units.
- Motivate teams through shared purpose and values.
- Apply change leadership practices during transformation initiatives.
- Manage internal conflict and maintain team alignment.

Unit 5: Growth Strategy Execution and Monitoring:

- Translate business development strategy into operational plans.
- Use KPIs and dashboards for real-time performance tracking.
- Lead strategic reviews and growth initiative evaluations.
- Address execution gaps and align resource allocation to optimize performance.
- Manage stakeholder expectations and internal communications.
- Develop reporting systems for growth impact and ROI.
- Implement agile frameworks for faster strategy adaptation.
- Monitor market signals and adapt strategies accordingly.
- Establish a culture of continuous improvement in business development.

Final Insights & Key Takeaways:

This Business Development Leadership for Senior Managers course equips senior managers with cutting-edge leadership tools for strategic business development. Participants will be able to design, lead, and scale high-impact growth strategies confidently. With a forward-thinking mindset, they will unlock opportunities for value creation and lead organizational transformation. The skills gained will support both immediate wins and long-term sustainability in competitive environments.