Developing Senior Management Competences Training Course

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Barcelona (Spain)



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Why This Course

Senior managers play a critical role in shaping organizational direction, translating strategy into action, leading people through change, and delivering measurable results. In today's dynamic business environment, they are expected to think strategically, manage complexity, inspire teams, improve performance, and maintain a strong focus on customers and financial outcomes.

Effective senior management requires a balanced set of competencies. Leaders must be able to define direction, communicate vision, implement change, develop people, make sound decisions, manage resources, and create a culture of accountability and excellence.

This intensive 1-week course equips senior managers with the essential leadership competencies needed to perform effectively at a higher organizational level. Through practical frameworks, case discussions, leadership exercises, and action planning, participants will strengthen their ability to lead strategy, manage change, build high-performing teams, deliver results, and support customer-focused organizational success.

What You'll Learn and Practice

By joining this program, you will:

- Understand the role and responsibilities of senior management.
- Develop strategic leadership skills to guide vision, direction, and priorities.
- Strengthen strategic thinking, planning, and communication capabilities.
- Align departmental and organizational goals with strategic objectives.
- Apply change management techniques for successful implementation.
- Identify and overcome resistance to change.
- Build, motivate, and lead high-performing teams.
- Improve communication, negotiation, and conflict resolution skills.
- Develop emotional intelligence as a senior leader.
- Set clear objectives and measure performance effectively.
- Improve decision-making for better business outcomes.
- Foster accountability, excellence, and customer focus.
- Interpret financial information and support better resource allocation.



The Program Flow

Day 1: Strategic Leadership

- Understanding the role of senior management in organizational success.
- Moving from operational management to strategic leadership.
- Developing strategic thinking and planning skills.
- Creating and communicating organizational vision.
- Aligning strategy with organizational goals.
- Setting priorities and translating strategy into leadership action.
- Practical exercise: Creating a strategic plan for an organization or department.

Day 2: Implementing Strategy and Change Management

- Change management principles and best practices.
- Understanding why change initiatives succeed or fail.
- Identifying stakeholders, impacts, risks, and resistance points.
- Overcoming resistance to change with communication and engagement.
- Developing change implementation plans.
- Monitoring and evaluating change initiatives.
- Workshop: Building a change management roadmap for a current initiative.

Day 3: People Leadership

- Building and motivating high-performance teams.
- Leadership practices that strengthen trust, engagement, and accountability.
- Effective communication strategies for senior leaders.
- Conflict resolution and negotiation skills.
- Developing emotional intelligence in leadership.
- Coaching, empowering, and developing team members.
- Role play: Managing a senior-level leadership conversation.

Day 4: Results Focus

- Setting and achieving organizational objectives.
- Translating goals into measurable outcomes and performance indicators.
- Performance management and measurement practices.
- Decision-making techniques for optimal business results.
- Fostering a culture of accountability and excellence.
- Reviewing performance gaps and driving improvement actions.
- Workshop: Designing a team performance improvement plan.



Day 5: Customer Focus and Financial Management

- Developing a customer-centric organizational culture.
- Understanding customer expectations, experience, and value creation.
- Interpreting financial statements and key financial indicators.
- Budgeting, cost awareness, and resource allocation.
- Balancing financial performance with customer satisfaction.
- Linking customer focus, financial discipline, and strategic success.
- Final activity: Constructing a customer experience enhancement strategy.

Individual Impact

- Strengthen your confidence as a senior manager and strategic leader.
- Improve your ability to create direction and communicate vision.
- Build stronger change leadership and implementation skills.
- Enhance your people leadership, communication, and conflict resolution capabilities.
- Improve decision-making, accountability, and performance management skills.
- Develop stronger financial awareness and customer-focused leadership.

Work Impact

- Improve strategic alignment between leadership, teams, and organizational goals.
- Increase the success of change initiatives through better planning and engagement.
- Strengthen team performance, motivation, and accountability.
- Improve decision-making and execution discipline across departments.
- Enhance customer focus and service quality.
- Support better financial management, resource use, and business results.

Training Methodology

This program uses a practical and leadership-focused approach designed for senior management challenges. Participants will apply concepts directly to strategic, people, performance, customer, and financial scenarios. Learning methods include:

- Interactive discussions and guided facilitation.
- Senior management case studies and business scenarios.
- Strategic planning and change management workshops.
- Leadership communication and conflict resolution role plays.
- Performance management and decision-making exercises.
- Financial interpretation and resource allocation activities.
- Customer experience improvement planning.
- Peer exchange, facilitator feedback, and practical action planning.



Beyond the Course

Upon completion, participants will be prepared to lead with stronger strategic focus, people awareness, performance discipline, and customer orientation. They will return ready to:

- Create a strategic plan for their organization or department.
- Develop a change management roadmap for a current initiative.
- Design a performance improvement plan for their team.
- Build a customer experience enhancement strategy.
- Lead teams with greater confidence, accountability, and clarity.
- Balance strategic priorities, financial performance, and customer satisfaction effectively.

