# CEO Strategy, Finance, Culture and Change Leadership Course

1 – 5 February 2027
Madrid

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**Ref:** 1085_180077 **Date:** 1 – 5 February 2027 **Location:** Madrid **Fees:** 5700 Euro

## Overview

CEO Strategy, Finance, Culture and Change Leadership Course is a one-week advanced course for chief executives, general managers, business unit leaders, and senior executives, who leave with a CEO Operating Toolkit. Participants connect purpose with strategic choices, interpret financial and operating signals, shape culture, align stakeholders, govern transformation portfolios, and sponsor enterprise change through a focused 90-day plan. Agile Leaders Training Center develops integrated chief-executive capability.

## Who Should Attend

- Chief executives and general managers directing enterprise performance
- Business unit leaders balancing strategy, resources, culture, and change
- Senior executives preparing for broader enterprise accountability
- Transformation sponsors overseeing cross-functional portfolios
- Executive committee members coordinating strategic decisions

Participants should already lead a substantial function, business unit, or enterprise agenda. The course excludes entrepreneurship foundations, accounting mechanics, board-director induction, and specialist change-practitioner certification.

## Departments and Industries

The course supports executive teams in organizations that must coordinate strategic direction, financial stewardship, culture, and transformation.

- Executive offices, corporate strategy, finance, and transformation functions
- Public, private, family-owned, and nonprofit organizations
- Financial services, manufacturing, energy, technology, and healthcare
- Retail, hospitality, logistics, professional services, and infrastructure
- Regional groups, business units, and diversified enterprises

## Learning Objectives

By the end of this course, participants will be able to:

- Translate organizational purpose into strategic outcomes and choices
- Interpret financial and operating signals for resource decisions
- Define executive decision rights, oversight, and accountability
- Diagnose culture and align leadership behaviour with strategy
- Govern a transformation portfolio and sponsor enterprise change
- Build a CEO Operating Toolkit and 90-day executive action plan

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## Course Agenda

## Day 1: Purpose, Strategy and Executive Choices

- Enterprise Purpose and Value Creation Map
- Strategic Context and Assumption Scan
- Strategic Choice and Trade-Off Frame
- Stakeholder Outcome and Expectation Map
- Executive Strategy Narrative Canvas

## Day 2: Financial Stewardship and Performance Signals

- Executive Financial Statement Interpretation Guide
- Value Driver and Resource Allocation Tree
- Cash, Margin and Capital Signal Dashboard
- Strategic Initiative Investment Challenge
- Enterprise Performance Review Agenda

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## Day 3: Governance, Decisions and Stakeholder Alignment

- CEO, Board and Executive Team Decision-Rights Matrix
- Oversight, Accountability and Escalation Map
- Strategic Risk and Opportunity Conversation
- Stakeholder Alignment and Tension Register
- Executive Decision Record and Follow-Through Log

## Day 4: Culture and Transformation Leadership

- Culture Signal and Behaviour Diagnostic
- Leadership Behaviour-to-Strategy Alignment
- Transformation Portfolio Prioritization Grid
- Executive Sponsorship Coalition Map
- Change Narrative and Communication Sequence

## Day 5: CEO Operating Practice

- Exercise: Resolve a Strategic Resource Trade-Off
- Exercise: Interpret an Executive Performance Dashboard
- Exercise: Address a Culture and Accountability Gap
- Exercise: Rebalance a Transformation Portfolio
- Capstone Exercise: CEO Operating Toolkit and 90-Day Action Plan

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## Practical Exercises

Suggested activities integrate strategic, financial, cultural, governance, and change decisions around realistic executive situations.

- Suggested activity: test strategic assumptions and record a resource trade-off
- Suggested activity: interpret financial and operating signals before an investment decision
- Suggested activity: diagnose a culture gap and specify leadership behaviours
- Suggested activity: prioritize transformations and prepare a sponsor communication

## FAQs

### Who suits a CEO strategy and change leadership course?

Chief executives, general managers, business unit leaders, transformation sponsors, and senior executives with enterprise-level accountability suit the course.

### How does this CEO toolkit differ from a general leadership course?

It integrates strategic choices, financial stewardship, governance, culture, and transformation into one executive operating system rather than focusing mainly on interpersonal leadership skills.

### How much finance does the course cover?

The course develops executive interpretation of cash, margin, capital, value drivers, and investment trade-offs. It does not teach bookkeeping, transaction processing, or detailed accounting preparation.

### How does organizational culture connect with strategy?

Culture influences which behaviours are reinforced, how decisions are made, and whether priorities survive operational pressure. Executives examine signals and align leadership behaviour with strategic outcomes.

### What is included in the CEO Operating Toolkit?

The toolkit includes decision frames, strategy and stakeholder maps, financial and performance dashboards, culture diagnostics, governance tools, transformation priorities, and a 90-day action plan.

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## Conclusion

Participants take back a CEO Operating Toolkit that connects purpose, strategic choices, financial signals, decision rights, culture, stakeholder alignment, and transformation sponsorship. The final 90-day executive action plan assigns priorities, decisions, owners, conversations, and review points so the toolkit can guide disciplined enterprise leadership.