BLACKBIRD FOR TRAINING

C-Suite Executive Leadership: Strategy, Presence, Decisions

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Kuala Lumpur (Malaysia)

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C-Suite Executive Leadership: Strategy, Presence, Decisions

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C-suite executive leadership is the practice by which an organisation's most senior officers set strategy, make enterprise-wide decisions and lead through presence and influence. This one-week intensive course is for chief executives, other C-suite officers and those about to join them, and its final deliverable is a personal leadership action plan setting out priorities, measures and commitments for each delegate's own role.

Introduction

Three frameworks anchor the course. Porter's Generic Strategies describe cost leadership, differentiation and focus as the routes to competitive advantage. The Ansoff Matrix sets out four growth options by combining existing or new products with existing or new markets. Cialdini's Principles of Influence identify levers, such as reciprocity and social proof, that shape how people respond to a request. The level is executive, for leaders who already hold senior roles. Delivery is concentrated into one week of case studies and role-play, drawing on situations from energy and financial services.

Course Objectives

- Distinguish the chief executive's accountabilities from those of other C-suite roles and define the leadership shifts a top team requires
- Apply Cialdini's Principles of Influence and persuasive framing to communicate vision and strategy to boards and staff
- Compare Porter's Generic Strategies and select the source of competitive advantage an organisation can sustain
- Compare intuitive and analytical decision approaches and justify which one suits a given strategic choice
- Apply the Ansoff Matrix to weigh diversification against consolidation of corporate scope
- Interpret growth metrics against intrinsic value to judge whether a growth strategy creates long-term stakeholder value

Target Audience

- Chief executives and managing directors, who must decide which strategic bets the organisation commits to
- Chief financial, operating and other C-suite officers, who must judge how their function's choices affect enterprise value
- Executives in line for a C-suite appointment, who must assess what changes in accountability and presence the role demands
- Divisional presidents and business unit heads reporting to the chief executive, who must choose between diversification and consolidation
- Founders and owners of growing enterprises, who must determine how to recruit and shape a top team



Course Outline

Day 1: The C-Suite Role and Executive Presence

- Chief Executive vs Other C-Suite Roles: Distinct Accountabilities Across the Top Team
- Principles of C-Suite Leadership: What Changes When a Leader Joins the Top Team
- Executive Presence: Composure, Credibility and Bearing That Build Organisational Confidence
- Communicating Vision and Strategy: Framing Persuasive Messages for Boards and Staff
- Informal Networks and Persuasion: Applying Cialdini's Principles of Influence to Drive Change

Day 2: Strategic Thinking and Competitive Advantage

- Long-Term Vision vs Short-Term Performance: Balancing Sustainability with Periodic Results
- Porter's Generic Strategies: Cost Leadership, Differentiation and Focus as Routes to Advantage
- Sustaining Competitive Advantage: Capabilities and Resources Competitors Find Hard to Copy
- Strategic Alliances: Partnerships and Joint Ventures as Vehicles for Organisational Growth
- Strategy Under Uncertainty: Scenario Thinking for Leaders Facing Unclear Industry Shifts

Day 3: Executive Decisions and High-Performing Top Teams

- Intuitive vs Analytical Decisions: When Executives Should Rely on Judgement or Data
- Decision-Making Models for Leading Change: Structuring Choices Under Time Pressure
- High-Performing Executive Teams: Aligning Members with the Organisation's Strategic Vision
- Motivation and Shared Goals: Uniting Teams Behind Common Objectives and Accountabilities
- Operational vs Strategic Attention: Dividing Leadership Time Between Daily Running and Planning

Day 4: Executing Growth Strategy

- Diversification vs Consolidation: Deciding How Wide the Corporate Scope Should Be
- Ansoff Matrix: Penetration, Market Development, Product Development and Diversification Options
- Growth Metrics: Scaling Measures and Aligning Them with Organisational Objectives
- Corporate Strategy and Intrinsic Value: Linking Portfolio Choices to Long-Term Stakeholder Value
- Sustainable Results: Sequencing Growth Initiatives Without Overstretching Leadership Capacity

Day 5: Applying Executive Leadership: Peer Exchange and the Action Plan

- Peer Advisory Circles vs Open Networking: Two Structured Ways of Learning from Executives
- C-Suite Recruitment and Qualifications: Applying Top-Team Criteria to Candidate Assessment
- Executive Case Simulation: Applying Strategy, Persuasion and Decision Models to One Scenario
- Insight Consolidation: Reviewing Presence, Strategy and Growth Lessons from Earlier Sessions
- Personal Leadership Action Plan: Finalising Priorities, Measures and Commitments for the Role



Skills You Will Gain

- Executive Presence
- Persuasive Vision Communication
- Competitive Strategy Selection
- Strategic Alliance Assessment
- Executive Decision-Making
- Top Team Alignment
- Growth Portfolio Planning
- Value-Based Performance Measurement

Why Attend This Course

- From leading through functional expertise to leading through presence, influence and a clearly communicated vision
- From reacting to competitors to choosing a defensible source of advantage and the alliances that support it
- From approving growth initiatives one at a time to weighing them as a portfolio against intrinsic value
- From general leadership intentions to a personal leadership action plan with priorities, measures and commitments

Conclusion

Leading from the C-suite means owning choices that shape the whole enterprise and persuading others to carry them out. The course clarifies three distinctions: the chief executive's role versus other top-team roles, intuitive versus analytical decisions, and diversification versus consolidation of corporate scope. It suits serving and incoming senior executives who want a concentrated one week on strategy, presence and decisions rather than a longer development course.

Course FAQs

What is C-suite executive leadership?

C-suite executive leadership is the work of an organisation's chief officers in setting strategy, deciding on enterprise-wide priorities and leading people through presence and influence. It differs from functional management because each choice affects the whole organisation and its stakeholders.

What is the difference between diversification and consolidation in C-suite executive leadership?

Diversification widens corporate scope by entering new products or markets to spread risk and find growth. Consolidation narrows scope to fewer, stronger businesses to concentrate capital and management attention. Executives weigh both against intrinsic value.



Which frameworks does the C-suite executive leadership intensive follow?

The course uses Porter's Generic Strategies for competitive advantage, the Ansoff Matrix for growth options and Cialdini's Principles of Influence for persuasion, alongside decision-making models for leading change.

Is the C-suite executive leadership intensive right for a newly appointed chief operating officer?

Yes. A newly appointed chief operating officer moves from running operations to shaping enterprise strategy, and the sessions on top-team accountabilities, executive presence and dividing time between operations and strategy address that transition directly.

What do delegates produce on the C-suite executive leadership intensive?

Delegates produce a personal leadership action plan for their own role, setting out strategic priorities, the measures that will track them and the commitments they will make to their board and top team.

