Foundations for Business Leadership: Mastering Core Skills

20 – 24 September 2027
Prague (Czech)



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Why This Course

Modern business leaders need a broad understanding of how organizations create value, compete, grow, and adapt. Strong leadership today requires more than managing people or overseeing operations. Leaders must think strategically, understand financial performance, guide marketing and customer-focused decisions, build effective teams, and lead innovation and change with confidence.

This intensive 1-week program equips current and aspiring business leaders with practical knowledge across the core areas of business: finance, strategy, marketing, leadership, management, innovation, and change. It is designed to help participants strengthen business acumen, improve decision-making, and apply practical tools that support organizational success.

Through interactive learning, case discussions, business analysis exercises, leadership reflection, and action planning, participants will gain a more integrated view of business and develop the confidence to lead with clarity, agility, and impact.

What You'll Learn and Practice

By joining this program, you will:

- Develop a strategic mindset for effective business leadership.
- Understand the role of leadership in driving business performance.
- Analyze business environments, market forces, and competitive landscapes.
- Apply decision-making frameworks to leadership and business challenges.
- Enhance financial acumen and confidence in financial decision-making.
- Interpret financial statements and key performance indicators.
- Apply budgeting, forecasting, and investment decision principles.
- Understand core marketing principles and customer-focused strategies.
- Explore brand positioning, segmentation, targeting, digital marketing, and analytics.
- Improve team management, communication, and organizational leadership skills.
- Apply conflict resolution and negotiation techniques.
- Build innovation and change management capabilities.
- Understand emerging technologies and their impact on business.
- Apply sustainable and ethical leadership principles.



The Program Flow

Day 1: Strategic Leadership and Business Acumen

- Understanding the role of leadership in business success.
- Developing a strategic mindset.
- Connecting leadership decisions with organizational goals.
- Analyzing business environments and competitive landscapes.
- Identifying opportunities, risks, and strategic priorities.
- Decision-making frameworks for leaders.
- Practical exercise: Creating a strategic business analysis for your organization.

Day 2: Financial Management for Leaders

- Understanding financial statements and what they reveal about business performance.
- Financial statement analysis for leaders.
- Budgeting and forecasting fundamentals.
- Investment decision-making and resource allocation.
- Performance measurement and management.
- Linking financial insights with strategic decisions.
- Workshop: Building a simple financial performance review for leadership decision-making.

Day 3: Marketing Strategy and Customer-Centric Leadership

- Core marketing principles and strategies.
- Understanding customers, markets, and value propositions.
- Brand management and positioning.
- Customer segmentation and targeting.
- Digital marketing and analytics.
- Measuring marketing effectiveness and customer impact.
- Practical exercise: Designing a marketing campaign strategy.

Day 4: Organizational Leadership and Team Management

- Leadership styles and their impact.
- Building and motivating high-performance teams.
- Creating trust, accountability, and collaboration.
- Conflict resolution and negotiation skills.
- Effective communication strategies for leaders.
- Managing team dynamics and workplace challenges.
- Role play: Handling a leadership communication or conflict scenario.



Day 5: Innovation, Change Management, and Future Trends

- Fostering innovation in organizations.
- Encouraging creativity, experimentation, and continuous improvement.
- Change management principles and practices.
- Leading people through uncertainty and transition.
- Emerging technologies and their business impact.
- Sustainable and ethical leadership.
- Final activity: Formulating a change management initiative and personal leadership action plan.

Individual Impact

- Strengthen your overall business acumen and leadership confidence.
- Improve strategic thinking and decision-making capability.
- Build stronger financial understanding for leadership decisions.
- Enhance marketing and customer-focused thinking.
- Improve communication, team leadership, and conflict resolution skills.
- Develop a personal leadership action plan for continued growth.

Work Impact

- Improve strategic alignment and business decision quality.
- Strengthen financial awareness and performance management.
- Support more effective marketing and customer-centered initiatives.
- Improve team motivation, communication, and accountability.
- Encourage innovation, adaptability, and change readiness.
- Promote ethical, sustainable, and future-focused leadership practices.

Training Methodology

This program uses a practical and business-focused approach that makes core MBA concepts accessible and directly applicable. Learning methods include:

- Interactive discussions and guided facilitation.
- Business case studies and leadership scenarios.
- Strategic analysis and decision-making exercises.
- Financial statement and performance review activities.
- Marketing strategy and campaign planning workshops.
- Team leadership, negotiation, and communication role plays.
- Innovation and change management exercises.
- Peer feedback, facilitator coaching, and practical action planning.



Beyond the Course

Upon completion, participants will be prepared to lead with stronger business awareness, strategic confidence, and practical management capability. They will return ready to:

- Develop a personal leadership action plan.
- Create a strategic business analysis for their organization.
- Design a marketing campaign strategy.
- Apply financial insights to improve decision-making.
- Formulate a change management initiative for their team or department.
- Lead business challenges with a more integrated, confident, and results-focused mindset.

