

# JOIN THE **TOP 5%** IN YOUR INDUSTRY

## World class Education

Get a world-class Executive Leadership Offshore  
Training from Global Leading Business School

### WHY ITC OFFSHORE TRAINING?

#### Accelerate Your Career



95.9% of our full-time MBA alumni indicated they accepted a new job offer upon completion of the MBA programme.

#### Gain Global Experience, Access Global Opportunities



We partner with leading business schools in Mexico, France, Spain, India, South Africa, Canada, the Ivory Coast, Germany, Kenya, Dubai.

#### Join a Global Network



Join our rich network of over 8000 alumni including international business leaders across Africa.

#### International Accreditation

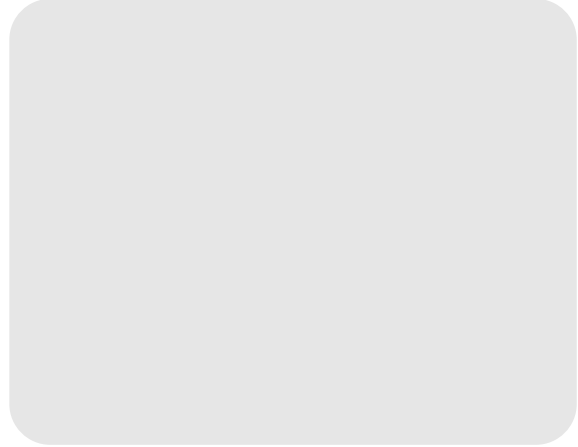
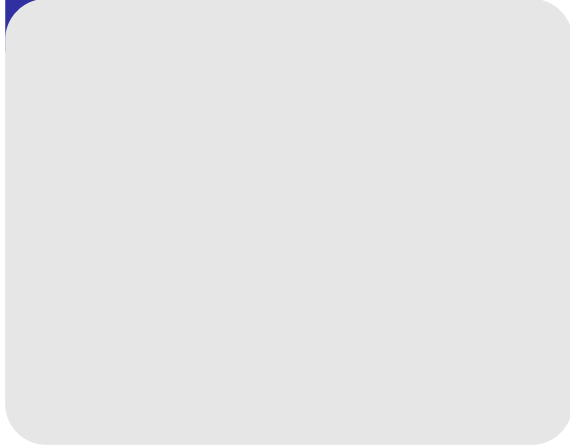


Our MBA programme is ranked among the top 100 in the world by The Economist and is delivered by our globally renowned faculty.

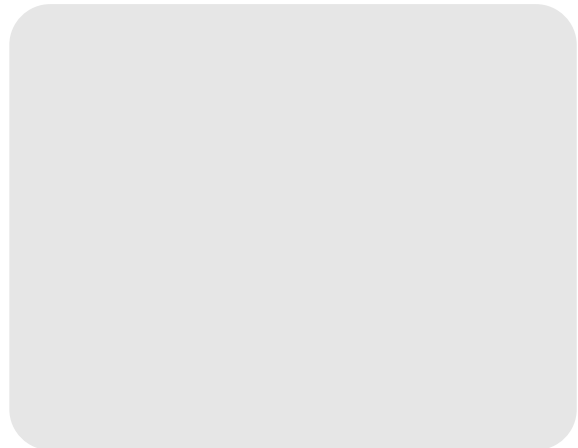
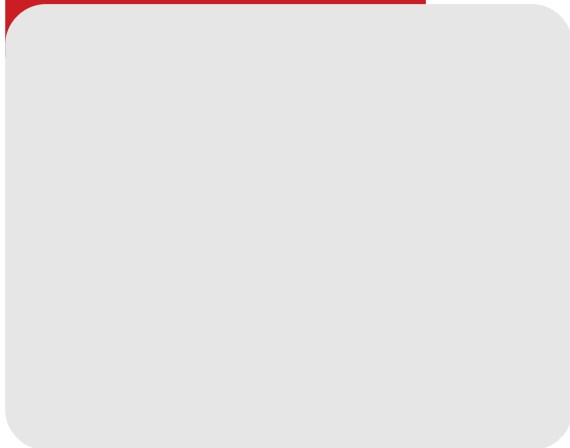
Ready to accelerate your career?

Visit our Website: [itc.intermarc-ng.com](https://itc.intermarc-ng.com)

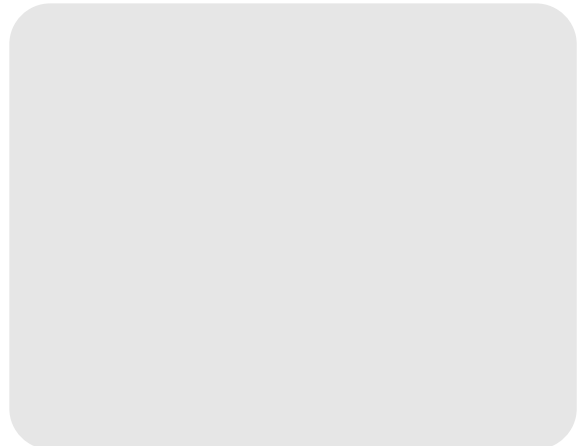
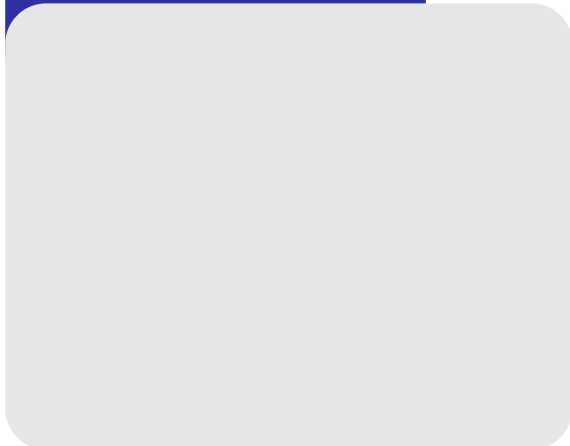
**IE Business School**



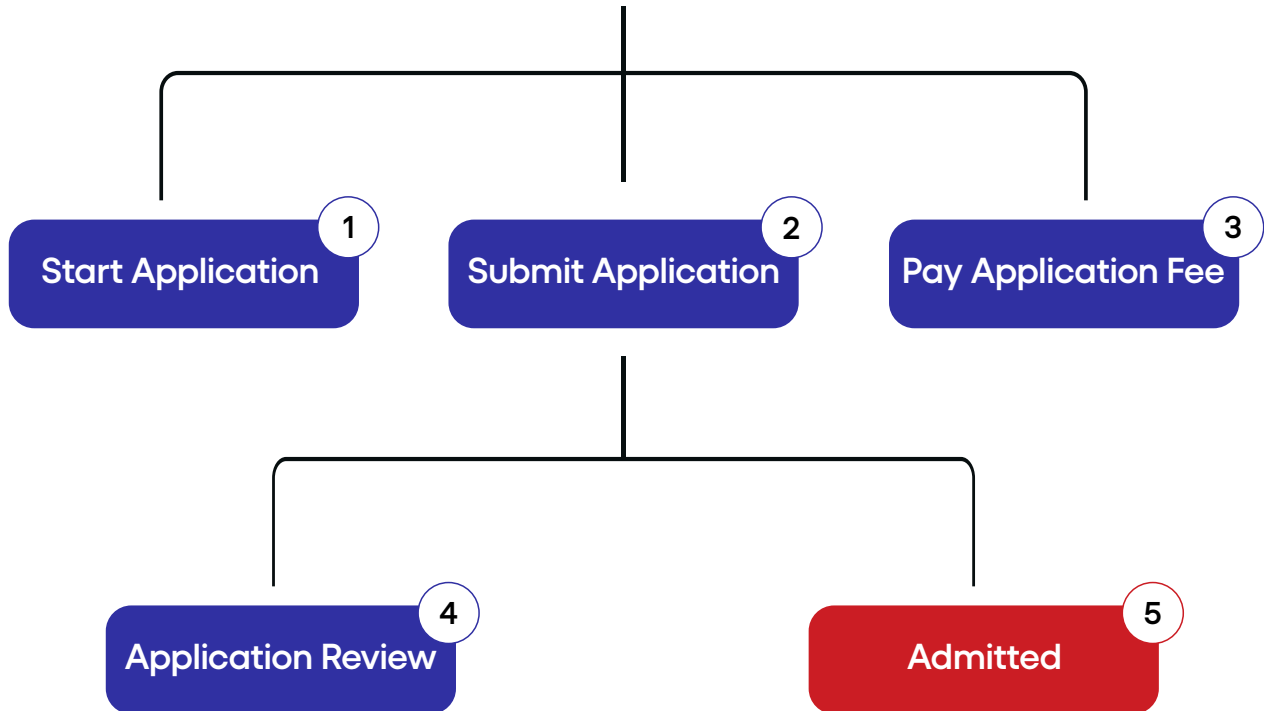
**University of Salford**



**Strathmore University**



# Admissions Process



## Required Documents

- Resume
- Tertiary Institution Certificate
- Company Organogram (for Executive or Modular Executive applicants)

# ITC Study Tours and Exchange Programmes

Take advantage of an international perspective in partnership with some of the world's top business schools, including:

PARTNER SCHOOL	COUNTRY
IE Business School	Madrid, Spain
Strathmore University	Nairobi, Kenya
University of Salford	United Kingdom

For more information visit  
<https://itc.intermarc-ng.com>

**Address:**

2nd Floor, Ajoye Adeogun str  
Victoria Island, Lagos

**Phone no:**

+234 818 5865 682

**Mail:**

Training@intermarc-ng.com





# Strategic Leadership Program - Intermac

MADRID - APRIL 2025



# FOREWORD AND CONTEXT

# FOREWORD

**The following are our recommendations** resulting from the initial requirements as briefed by InterMAC and from IE's extensive experience in creating impactful training experiences.

**This proposal document serves as a discussion starter**, as we always believe in a tight collaboration with our clients. We are fully committed to refining and customizing the proposal further to ensure it aligns perfectly with your specific needs, with the ultimate goal of co-creating an event that delivers maximum impact.

# **PROGRAM DESCRIPTION**

# CONTENT FOCUS:

## Leadership Academy

The IE Leadership Academy embodies comprehensive knowledge and expertise in the field of leadership, built upon extensive years of research. It offers a wide range of relevant resources designed to address specific competencies and sub-competencies, along with an exceptional directory of academic leaders within the industry.

The BHS program proposal will leverage the expertise, insights, and proven methodologies of the IE Leadership Academy, featuring carefully curated content and an impactful learning approach designed to drive meaningful behavioral change and long-term transformation within the organization.

Leading the Self	Leading Teams	Leading the Organization	Leading Networks	Leading into the Future
<ul style="list-style-type: none"><li>· Self-managing</li><li>· Building credibility</li><li>· Proving resilience</li></ul>	<ul style="list-style-type: none"><li>· Building &amp; developing teams</li><li>· Leading high performing teams</li><li>· Managing inclusion</li></ul>	<ul style="list-style-type: none"><li>· Shaping the vision, culture &amp; strategy</li><li>· Leading execution &amp; Decision Making</li><li>· Monitoring &amp; measuring</li><li>· Managing change</li></ul>	<ul style="list-style-type: none"><li>· Managing stakeholders</li><li>· Creating winning alliances</li></ul>	<ul style="list-style-type: none"><li>· Leading with foresight</li><li>· Fostering innovation</li></ul>

# OVERVIEW AND STRUCTURE

## PARTICIPANTS



- 25 Senior Executives from Africa
- Language: **English**

## CLASSES



- 20 face to face sessions
- 90 minutes per session

## FORMAT



- One F2F module Of five days duration. Classes held from 9 - 4

## LOCATION



- Madrid IE Campus
- Proposed dates: starting **OCT 2025**

## PROGRAM CONTENT: Strategic Leadership Program

Day 1	Day 2	Day 3	Day 4	Day 5
Developing Strategy to Drive Corporate Performance	Tech Trends Digital Strategy	Strategic Marketing	Investment Management	Disruptive Innovation

# MODULE 1: DEVELOPING STRATEGY TO DRIVE CORPORATE PERFORMANCE

This module is designed to equip African business leaders with cutting-edge strategic frameworks and tools essential for driving sustainable corporate performance in today's dynamic markets. Participants will deepen their understanding of competitive advantage, effective strategy execution, and agile leadership, all contextualized within Africa's unique economic landscape. Leveraging insights from global best practices and regional success stories, leaders will gain actionable strategies for aligning their organizations around clear objectives, fostering innovation, and enhancing performance metrics, thus positioning their companies to thrive amid opportunities and challenges in the African business environment.

Frameworks covered could include;

- Balanced Scorecard
- Scenario Planning
- Hambrick and Fredrickson's Strategy Diamond

## MODULE 2: TECH TRENDS & DIGITAL STRATEGY

This module will help business leaders to navigate and capitalize on emerging technology trends. Participants will gain strategic insights into transformative technologies such as artificial intelligence, blockchain, fintech, IoT, and cybersecurity, exploring their implications and practical applications within the African business landscape. The class will equip leaders with the foresight, agility, and frameworks necessary to make informed technological investments, foster digital innovation, and successfully execute digital transformation initiatives tailored to their unique market contexts and organizational needs.

Frameworks covered include:

- Technology adoption lifecycle
- Digital transformation framework
- Technology Roadmapping



## MODULE 3: STRATEGIC MARKETING

This module is specifically designed to equip African business leaders with innovative strategic marketing approaches. Participants will deepen their understanding of advanced marketing frameworks, consumer insights, and digital marketing strategies relevant to the diverse African consumer landscape. Through practical case studies and interactive sessions, the course emphasizes market segmentation, brand positioning and customer-centric value propositions.. Leaders will acquire actionable tools to align marketing strategy with organizational objectives, leverage emerging digital platforms, and create compelling brand narratives, enabling them to excel in highly competitive and rapidly evolving African markets.

Frameworks covered include:

- Ansoff Matrix
- Customer Journey Mapping
- Keller's Customer-Based Brand Equity Model

## MODULE 4: INVESTMENT MANAGEMENT

This module is aimed to provide business leaders with sophisticated tools and strategies for effective investment management, equipping them to make informed financial decisions that optimize value creation and enhance organizational growth. Participants will explore advanced portfolio management frameworks, risk assessment methodologies, asset allocation strategies, and valuation techniques, contextualized specifically for African markets. Leaders will learn to critically evaluate investment opportunities, balance risk and return, and adopt rigorous governance practices that support sustainable, long-term investment performance.

Frameworks covered include:

- Modern Portfolio Theory
- Value at Risk
- Asset Allocation and Rebalancing Strategy

## MODULE 5: DISRUPTIVE INNOVATION

This module is designed to empower leaders with actionable insights into harnessing disruptive innovation as a driver of transformative growth.

Participants will explore frameworks and strategies to identify, respond to, and leverage disruptive market forces, enabling them to anticipate industry shifts and capitalize on emerging opportunities. Leaders will develop the capacity to foster an innovation-centric organizational culture, effectively manage the innovation lifecycle, and strategically allocate resources to disrupt markets proactively.

Frameworks covered include:

- Clayton Christensen's Disruptive Innovation Theory
- Business Model Canvas
- Lean Startup Methodology

# METHODOLOGY

# METHODOLOGY AND RESOURCES

The program has a very hands-on and practical approach, with sessions based on the study and use of practical frameworks, techniques, role plays, and tools to integrate the knowledge and enhance the transformation process:

- State-of-the-art facilities, expertise, and learning techniques designed to support individuals and breakout groups across all levels.
- A robust combination of academic knowledge and international experience in corporate settings, policy-making, and hands-on practice.
- A dynamic mix of lectures, case studies, group discussions, and award-winning, technology-enhanced learning experiences.
- Insights into critical sustainability trends and transformative changes across key social, environmental, technological, and economic indicators.
- A secure environment for sharing, innovation, and collaboration, supported by an NDA that binds all faculty members.



# PRACTICAL ORIENTATION

## (Examples relevant to this program)

### ACTIVITIES AND EXERCISES DURING SESSIONS



Role Plays  
Case studies  
Exercises  
Planning and roadmaps

### VR EXPERIENCE



VR eye in the storm:

Trailer

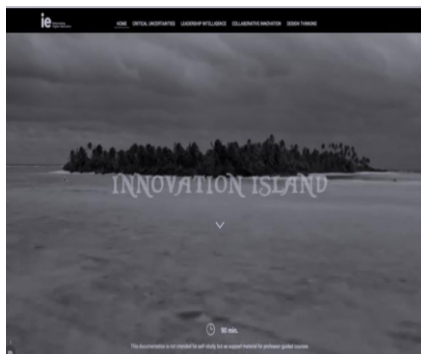
covers: strategic stakeholder engagement; decision making

VR - The Ethical Crossroads of Emerging Technologies:

Trailer

covers: innovation, technology & future trends in complex projects (dt, the use of ai)

### SIMULATIONS



Innovation island simulation:

Trailer

covers: creativity & innovation for problem solving /design thinking

### MULTIMEDIA CASES /INTERACTIVE TUTORIALS



Facing new challenges in space & cyber affairs:

Critical situation:

Trailer

covers: leadership, team decision making Effective communication

tutorial: <https://iepublishing.ie.edu/es/effective-communication-forleadership>

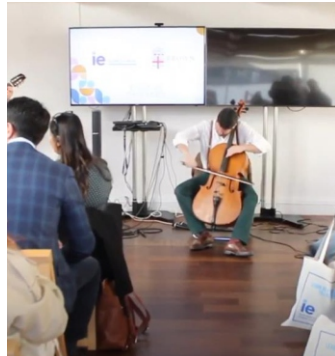
# **EXTRA-CURRICULAR ACTIVITIES IN MADRID**

# EXTRACURRICULAR ACTIVITIES IN MADRID

Additional activities and experiences will be included to maximize participants' learning, promote teambuilding and cross-functional collaboration, and create memorable and fun moments.

## Musical Thinkers

Musical engagement offers a vivid and inspirational insight into how quality listening influences a team, fostering a positive, cooperative environment that enhances more productive and imaginative work. The goal is to stimulate a mindset open to change, creativity, and teamwork in the face of uncertainty.



## Interactive Flamenco Show

Flamenco is the traditional Spanish music and dance that embodies a rich fusion of cultural, emotional, and artistic elements. It reflects a blend of diverse cultural influences, building trust, coordination and expanding creativity.



## MasterChef Competition

Participating in a corporate MasterChef competition hones a blend of interpersonal skills, fostering creativity, teamwork and time management under pressure. Participants learn to effectively communicate and solve problems, while adapting to challenges with flexibility and a competitive spirit.



## Interactive Flamenco Show

IE University's corporate experience includes a one hour walking tour led by its Arts and Humanities faculty, showcasing Madrid's historical highlights. This enriching journey culminates in a traditional dinner in a symbolic spot of Madrid's historic city center.





# EXTRACURRICULAR ACTIVITIES IN MADRID

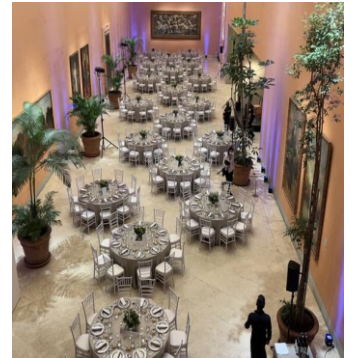
## Bernabeu Stadium Guided Visit

Panoramic view of the stadium, complete the visit in style and experience from the inside the spectacular transformation of Real Madrid Stadium. During the visit you will be able to get to know in detail the history of the Club, each trophy won, interesting facts and anecdotes.



## Cultural Gourmet Experience

Exclusive cultural experience at iconic venues like the Museo del Prado, Teatro Real, or Museo Thyssen. After a private guided tour showcasing hidden details and closed areas, the evening concludes with an unforgettable dinner within the venue itself, creating a unique and enriching experience.



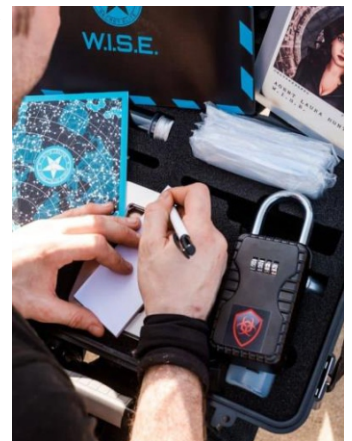
## Defuse The Bomb Team Building

Unique team-building experience that challenges participants to showcase creativity, collaboration, and quick thinking in a high-stakes scenario. During a staged work meeting, "terrorists" burst in, placing a bomb with a visible countdown. After explaining their demands, they leave, setting the scene for FBI negotiators to step in and guide participants through a series of tests to retrieve the deactivation code.



## Cluetivity (iPad Gymkhana)

An augmented reality adventure while exploring Madrid. In teams of 6-8, participants become secret agents solving high-stakes challenges. Equipped with an iPad and a toolkit, teams follow game instructions to iconic locations, uncover clues, and solve puzzles to complete their mission.



**IE FACULTY**

## PROGRAM ACADEMIC DIRECTOR

All of IE's Executive Education Programs delivered in house to corporate clients have a designated "Program Orchestrator." This individual is responsible for the design and delivery of the program from an academic content perspective. The Program Orchestrator plays a crucial role in the design phase, engaging in conversations with clients at the outset of the collaboration to define the learning journey and select the faculty.

During the implementation phase, the Program Orchestrator ensures the coherence of the program, connecting the various modules to maintain a consistent narrative throughout the learning journey. For this particular program, we recommend Professor Bernardo Crespo



# SAMPLE FACULTY



**Tendayi Viki**

Disruptive  
Innovation



**Ricardo Perez**

Digital  
Strategies



**Caterina  
Moschieri**

Strategy



**Mimi Kalinda**

Strategic  
Marketing

**WHY IE?**

# INNOVATION IN EDUCATION

IE's rich ecosystem with Innovation at its core.

IE University's holistic approach of different disciplines working under the same roof creates a rich ecosystem where all stakeholders constantly exchange information and challenge one and other to remain up to date to respond quickly to a fast-changing environment.

Since 1973, IE is dedicated to innovation and technological immersion in education and business, empowering leaders to tackle digital transformation for growth and value creation.





# RESEARCH EXCELLENCE

## INNOVATION, RIGOR, IMPACT: RESEARCH AT IE

At IE University, we're proud to have a diverse community of scholars actively and creatively conduct high-quality research. They show a steadfast commitment to excellence and scientific rigor in every research project and strive to make a lasting positive impact with their results – both within the academic world and in society at large.

The researchers in our community also keep their finger on the pulse of their fields and areas of research by participating in international academic conferences, forging partnerships for scientific collaboration, and engaging in relevant editorial and advisory initiatives. These activities strengthen scholars' expertise while broadening and diversifying their scientific perspective. At IE University, we are committed to academic freedom.



# INTERNATIONAL REPUTATION

**ONLY 1% OF BUSINESS SCHOOLS WORLDWIDE ARE ACCREDITED BY ALL THREE MAJOR BODIES**

EFMD Equis in the EU, AMBA in the UK, and AACSB in the US



## TRIPLE CROWN ACCREDITATION



**AACSB**  
ACCREDITED



ASSOCIATION  
**AMBA**  
ACCREDITED



## IE UNIVERSITY RANKINGS

### Financial Times MBA

1st worldwide in ESG and  
net zero teaching  
2024

### Online MBA 1st worldwide 2024

### Masters in Finance 12th worldwide 2024

### Executive Education Open Enrollment Programs 10th worldwide 2024

### Executive MBA 6th worldwide 2023

### Bloomberg

### Businessweek Entrepreneurial Studies 5th in Europe 2024

### Times Higher Education

### Global University Employability Ranking 18th worldwide 2023

### QS

### Online MBA 2nd worldwide 2024

### Global MBA 9th worldwide 2025

### Executive MBA – Brown 5th worldwide 2024

### Master in Strategic Marketing & Communication 3rd worldwide 2025

### Master in Business Analytics & Big Data 10th worldwide 2025

### Master in Management 9th worldwide 2025

### Poets & Quants Best MBA Programs for Entrepreneurship 7th worldwide 2024

### Pitchbook

### Top schools ranked by startup founders / MBA Programs 15th worldwide 2024

THE  
NEXT  
FIFTY  
**150**



UNIVERSITY





# IE MADRID

## Strategic Location and Accessibility

Located at the heart of Europe, Madrid is easily accessible via its state-of-the-art Barajas-Adolfo Suárez Airport, offering direct connections to major cities across the globe.

## A Hub of Innovation and Growth

As one of Europe's economic powerhouses, Madrid is a thriving hub for innovation, finance, and entrepreneurship.

## Culture Meets Inspiration

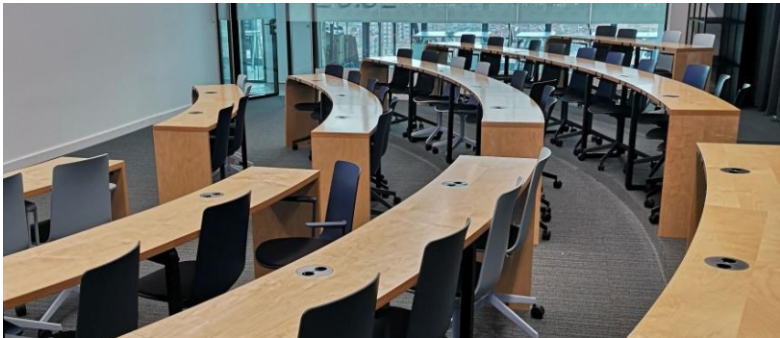
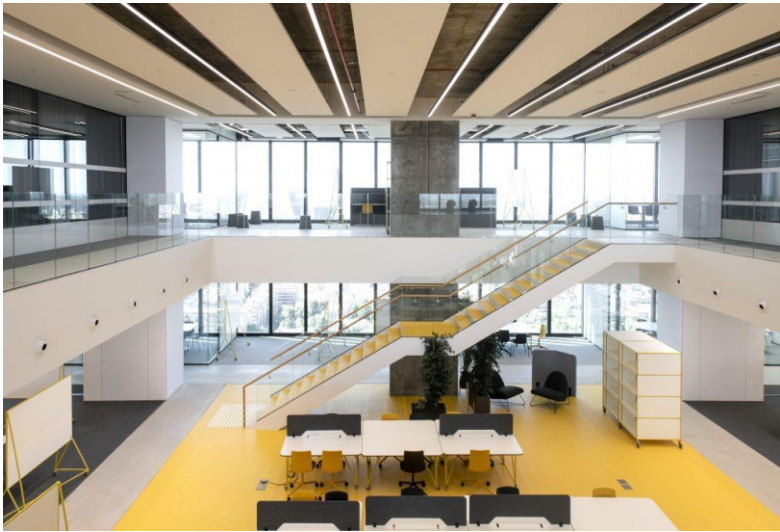
Madrid is a city that inspires. From its iconic landmarks like the Royal Palace and Prado Museum to its lively plazas and neighborhoods, the city's rich history and artistic vibrancy create an atmosphere that energizes and motivates.

## Unforgettable Gastronomy and Networking Opportunities

Madrid's renowned gastronomy—from traditional tapas to Michelin-starred restaurants—offers unforgettable dining experiences that double as networking opportunities.



# IE TOWER





# DOWNTOWN CAMPUS



**THANK YOU  
FOR YOUR  
ATTENTION**





**INTERMARC**  
TRAINING CENTRE



**SPD**  
SALFORD PROFESSIONAL  
DEVELOPMENT

# MINI MBA IN BUSINESS LEADERSHIP



## Programme Overview

Mini MBA is an ideal option for executives who are seeking to improve their knowledge across a wide range of advanced skill set. It offers delegates a challenging and rewarding experience that will equip them with the knowledge required to succeed in a rapidly changing business environment.

Designed by blending academic principles and practical insights to provide a deep insight into the professional environment.

### **Mini MBA has two main themes:**

Managing the Competitive Environment – Analysing the major areas of business external to organisations and to develop an understanding of how such aspects can influence senior management strategic decision.

Managing the Organisational Resource – Understand the major areas of business which underpin the internal configuration and management of organisations.

# Programme Structure

Day

1

## **An Introduction to Leadership and Development**

Work on your key competencies, building self-awareness, leading others and the organisation through change. This also includes self-profiling, daily reflection and feedback from facilitators and peers to develop emotional intelligence.

---

Day

2

## **Delivering Customer Value - The Operations Perspective**

Managing complex operations and project management functions to integrate key functions such as marketing, sales, research and development to prioritise customer satisfaction.

---

Day

3

## **Developing Marketing Strategy**

Analyse company's competitive edge to develop a marketing strategy involving digital channels – with a focus on People, Product, Price, Place and Promotion.

---

Day

4

## **Financial Management**

Understand Company's finance structure to analyse cash flow, financial reports and profit & loss.

---

Day

5

## **Organisational Strategy**

Build a strategy for the wider organisation to bring divisions together.



## Benefits

Achieve a better understanding of people, products and business giving you an unparalleled view of your organisations strength and future growth opportunities.

Build a solid platform to make sound technical, financial and management decisions.

Become fully equipped to take on new challenges and progress within your organisation.

Gain a clear picture of the business world and its future direction, with forecasts, timelines and analysis from the experts.

Learn best practice leadership techniques and industry applications.

Gain exposure to best practices and benchmarks beyond your industry.

Sharpen your ability to make decisions in a complex business environment.

Go from ideas to action with practical exercises and group project.

Take away effective tools and processes for immediate impact on the job.



## Learning Outcomes

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



Understand how a corporation works with a multi-functional overview of a business and key leadership competencies.



Develop strategic thinking, planning and execution skills at a divisional or functional level.



Influence, enable and deliver wider organisational imperatives.



Make better business decisions and enhance our contribution to the business.



Be able to interpret the business environment and translate changes into competitive strategies.

# Programme Faculty



TUTOR PROFILE

## Anne McCarthy

Anne is a successful leader of change and is a passionate believer in setting people up to succeed. In her Royal Mail Career Anne has worked with the CEO and her team to deliver transformational change.

This included:

- ◆ Designing and leading the people strategy to underpin Delivery Transformation focused on organisation design, learning and engagement touching 100,00 people.
- ◆ Leading Organisation Design for the HR Function.
- ◆ Changing the way Learning and Development was practiced in the organisation.
- ◆ Designing and implementing a talent review for the top 200 operations leaders.
- ◆ Leading a £360m negotiation to reform operations in London.

Anne brings good energy to her work. She is renowned for understanding the business proposition first and applying HR practice to it. She stays up to date with current thinking and her trademark it is to translate even the most complex change into simple communication which people can relate to.

A non-exec director, interim HR Director and Princes Trust mentor, Anne is now sharing her expertise across a broad range of business and not for profit organisations.

# Programme Faculty



TUTOR PROFILE

**Joanne Clare**

Jo Clare is a Leadership Development Consultant and Executive Coach, specialised in supporting organisations, teams and individuals to lead in times of transformation and change. A Fellow of the Chartered Institute of Personnel and Development and an accredited Executive Coach (ILM L7 Diploma), Jo has over 20 years experience in senior and strategic Organisational Development, Change Management and HR engagements, within a complex and highly regulated multi-national organisation that was embedding significant digital transformation.

Recent consultancy work has focused on developing authentic, strengths-based leadership approaches to support delivering change and transformation through culture and engagement within the University sector, Aviation and Tourism sector, the NHS and the Motor industry.

Jo is passionate about developing people and teams to identify, implement and deliver transformational change effectively. She champions engaging people to make a positive difference to organisational culture through aligned people, business and digital strategies.

# Programme Faculty



TUTOR PROFILE

**Joanne Clare**

Jo Clare is a Leadership Development Consultant and Executive Coach, specialised in supporting organisations, teams and individuals to lead in times of transformation and change. A Fellow of the Chartered Institute of Personnel and Development and an accredited Executive Coach (ILM L7 Diploma), Jo has over 20 years experience in senior and strategic Organisational Development, Change Management and HR engagements, within a complex and highly regulated multi-national organisation that was embedding significant digital transformation.

Recent consultancy work has focused on developing authentic, strengths-based leadership approaches to support delivering change and transformation through culture and engagement within the University sector, Aviation and Tourism sector, the NHS and the Motor industry.

Jo is passionate about developing people and teams to identify, implement and deliver transformational change effectively. She champions engaging people to make a positive difference to organisational culture through aligned people, business and digital strategies.

# Programme Faculty



TUTOR PROFILE

## **Janet Grant**

Janet qualified as a Chartered Accountant with Ernst and Young and has over 20 years of experience in senior management and finance director roles for recognised retailers such as WH Smiths and Littlewoods. She then followed her passion for developing people by becoming a leadership development trainer and resilience coach, working with a wide range of companies including the NHS, BAE Systems, marketing agencies and housing associations.

Janet supports not-for-profit organisations and currently acts as a Governor for the Trafford College Group, a Trustee and Treasurer for Home-Start Trafford, Salford and Wigan plus a business mentor with the Manchester Business Growth Hub.

Janet is a member of the Institute of Chartered Accountants (ICAEW), the Association of Coaching (AOC) and the Institute of Leadership and Management (ILM). She is also an accredited practitioner for the Thrive RQi resilience programme plus trained in the Drake P3 behavioural profiling system.

# Programme Faculty



TUTOR PROFILE

## **John Palfreyman**

John combines part-time Non-Executive Director positions with supervisory and guest lecturing activities with the University of Leeds Business School. Johns full-time career with IBM - which concluded mid-2017 - was a mixture of leveraging digital technologies into government and public sector organisations around the world with the commercial exploitation of emerging technologies for business benefit, across all industries and geographies.

Before IBM, John enjoyed several business leadership roles in professional information technology services in the UK and Germany. Johns current interests include the application of blockchain technologies for business benefit, strategic agility, digital transformation and the cultural enablers of organisational transformation. John is passionate about the appropriate application of technology to drive long-term competitive advantage in the context of a long-term strategic plan.

# Programme Faculty



TUTOR PROFILE

## **Martin Corlett-Moss**

Martin has worked in the marketing industry for 31 years. For the first part of his career, he worked client-side for various major motor manufacturers and for the last 20 years has worked agency-side for a broad range of large and small clients.

As both Marketing Director and Managing Director, he has worked with clients at every level to implement marketing strategies and develop tactical campaigns across companies as diverse as Lloyds TSB, Mercedes, Scania and Harper Collins. Over the last 8 years he has worked with companies throughout a wide range of industry sectors, from start-up entrepreneurs, to larger, well-established brands.

He delivers training, coaching, and consultancy on every element of marketing, and has trained hundreds of companies in how to develop their marketing: what to do, what not to do, and how it all fits together.

He is a combination of strategist, planner, and tactical marketer with a wealth of real experience working as, and with, marketing directors, owner-drivers, CEOs and teams.



# Programme Faculty



## TUTOR PROFILE

### **Andrew Carroll**

Andrew is focused on strategy and leadership with an emphasis on accelerating change. He was educated at Oxford and London universities.

He has over 20 years of experience as an Independent Director and Consultant, working as a coach and facilitator with boards and senior leadership teams.

He was previously Consulting Manager at Mercuri Urval, Associate at Henley Management College and HR Director at General Accident (FTSE100 Insurer) with responsibility for strategic development and the senior leadership team. As a Chartered Director & Fellow of the Institute of Directors, he also served as a Non-Executive Director for businesses in the retail, fintech, insurance and manufacturing sectors.



# Programme Faculty



TUTOR PROFILE

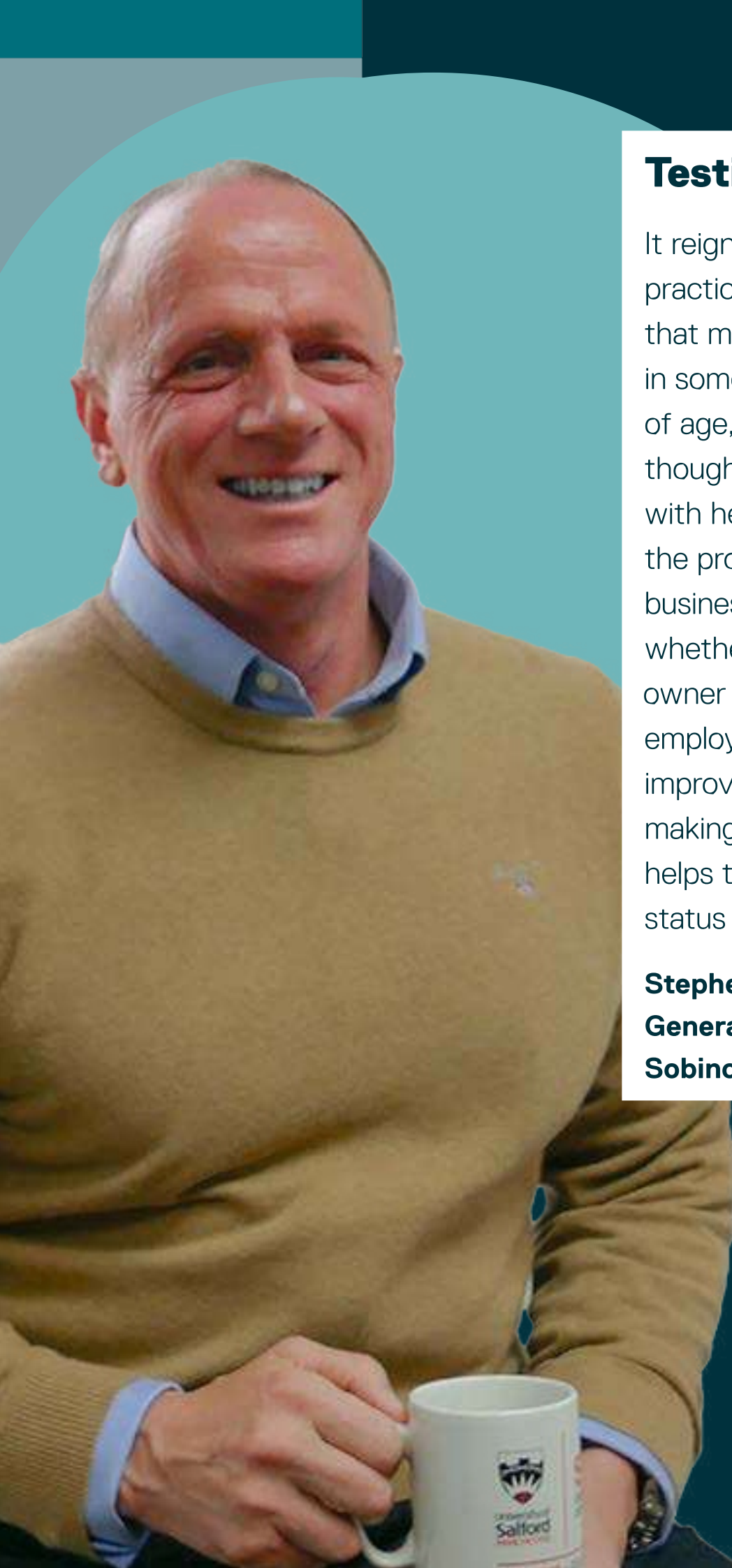
## **Mark Dyble**

Mark brings over 25 years of practical commercial general management experience to his role as a business coach, having immersed himself in diverse positions within the corporate world both in the UK and overseas.

Marks professional journey spans a rich variety of roles, from coal face supervisor to marketing controller, financial analyst, head of supply chain, management consultant, and managing director. This multifaceted background equips him with the versatility to navigate the complexities of the boardroom, the coal face, and everywhere in between.

As a seasoned business coach, Marks mission is to collaborate with the management teams of burgeoning businesses, guiding them towards growth while unlocking their latent leadership and management potential.

Mark earned his MBA from The Manchester Business School, where he now serves as a part-time external project supervisor. His commitment to fostering business growth extends beyond coaching, as he also serves as a business mentor for The Business Growth Hub.



## **Testimonial**

It reignites learning practices/knowledge that may not have used in some time, regardless of age, it challenges your thought processes along with helping understand the processes of the business you work within, whether you are an owner driver or an employee. In turn, this improves your decision making processess and helps to challenge the status quo!

**Stephen Hutchinson,  
General Manager,  
Sobinco**



# CMI Level 7 Certificate in Strategic Management and Leadership Practice

*This qualification has been designed for individuals wishing to develop strategic management and leadership practice who will have the knowledge, skills and behaviours required to drive business activities in a senior, specialist, director or CEO level management and leadership role.*



**SPD**  
SALFORD PROFESSIONAL  
DEVELOPMENT



**INTERMARC**  
TRAINING CENTRE





# Accreditation

*On successful completion of the taught classroom days, participants are provided the opportunity to obtain a masters level vocational qualification in Strategic management and leadership accredited by the Chartered Management Institute (CMI).*

*The Level 7 Certificate is an internationally recognised qualification and can provide students with up to 19 credits at Level 7. This certificate can support the pathway for entry on to a master's level degree as it demonstrates that participants can operate at a level 7.*



2 Assignments, one mandatory and one other module that fits best with your role and development from the optional units.



Total Qualification time is 200 hours, including the guided learning hours achieved during the classroom days (36 hours)



Average completion time of 6-9 months



**SPD**  
SALFORD PROFESSIONAL  
DEVELOPMENT



**INTERMARC**  
TRAINING CENTRE



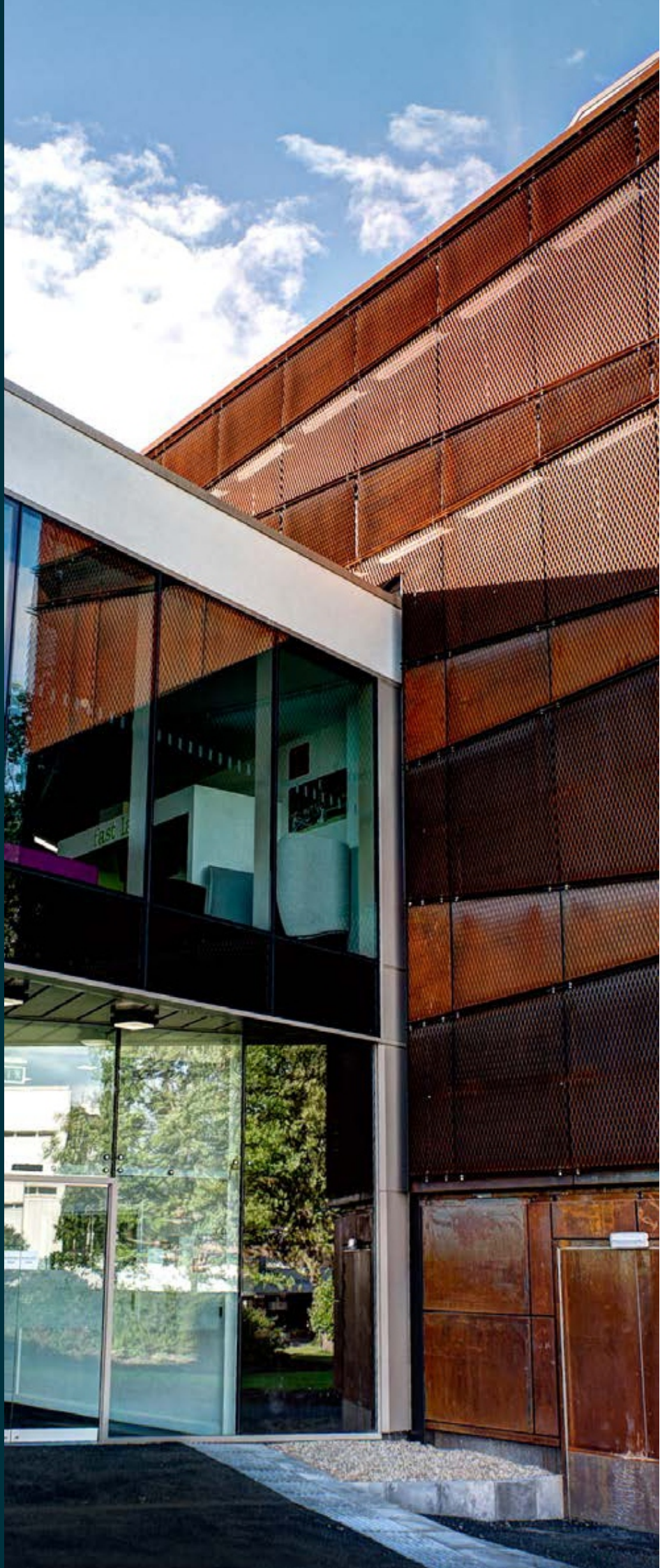
+234 706 127 8455



[Godfrey@intermarc-ng.com](mailto:Godfrey@intermarc-ng.com)



290A Ajose Adeogun  
Victoria Island  
Lagos, Nigeria







**INTERMARC**  
TRAINING CENTRE



Developing Great  
African Leaders  
[www.sbs.strathmore.edu](http://www.sbs.strathmore.edu)



**Strathmore**  
UNIVERSITY  
BUSINESS SCHOOL

# The Global Executive Leadership and Management Program

**Presented to:**  
**Intermac Training  
Center (ITC)**

## **Contact Person**

**Godfrey Egbuokporo**

**Email: [Godfrey@intermarc-ng.com](mailto:Godfrey@intermarc-ng.com)**

**Phone: +234 706 127 8455**



### 1.2.3 Modules/Topics by ITC

To achieve this training objective, Intermac Training Centre (ITC) proposes the following topics:

Main Topic	Expectation/ Objective
1. Authentic Leadership for Organizational Effectiveness	<ul style="list-style-type: none"> <li>• Leadership competencies for organizational effectiveness</li> <li>• Driving competitive advantage through people leadership</li> <li>• Creating a culture and a climate for high-performance</li> <li>• Building and leading effective teams in a multigenerational setting</li> </ul>
2. Driving Strategy and Innovation in Payments	<ul style="list-style-type: none"> <li>• Developing and managing winning strategies in a turbulent environment</li> <li>• Competing with analytics</li> <li>• Developing and managing innovation capabilities</li> <li>• New business opportunities in a turbulent environment</li> <li>• Managing flawless execution</li> </ul>
3. Driving Corporate Performance	<ul style="list-style-type: none"> <li>• Evaluating and improving performance</li> <li>• Corporate governance and ethics</li> <li>• Driving operational and service excellence</li> <li>• Risk management in a turbulent environment</li> <li>• Delivering superior customer value</li> </ul>
4. AI in Leadership and Business Strategy	<ul style="list-style-type: none"> <li>• Introduction to AI and its Impact on Leadership</li> <li>• Leveraging AI for Strategic Decision-Making</li> <li>• AI-Driven Innovations in HR, Banking, and Business</li> <li>• Ethical Considerations in AI Adoption</li> <li>• Sector-Specific Breakout Sessions: <ul style="list-style-type: none"> <li>• HR Leadership: Talent Management and Development</li> <li>• Banking Leadership: Financial Risk Management</li> <li>• Business Leadership: Entrepreneurial Thinking and Innovation</li> </ul> </li> </ul>
5. Lead in a global economy	<ul style="list-style-type: none"> <li>• The Economic World</li> <li>• Emerging Markets</li> <li>• Entrepreneurial Leadership</li> <li>• Understand the trends driving globalization</li> <li>• Accurately assess regional business environments and growth trajectories</li> </ul>

## 6. Appendix

### 5.1 Appendix 1: Faculty ProfilesA



**Dr. Geoffrey Otieno**  
Strathmore University Business School

---

Dr Geoffrey Otieno is an International Strategy and Business Transformation Consultant at Enreal Limited, a company he founded in June 2007 in Nairobi, Kenya. He is also a Business Coach at Stanford University, USA, a Business Mentor at Santa Clara University's Miller Centre, and an Adjunct Faculty at Strathmore University. He has fostered growth in various start-up environments including manufacturing, arts, fashion and digital start-ups.

An innovative thinker, who before Enreal, was at Sproxil East Africa Limited as Country Director, prior to that, a Director of Nokia Corporation looking after various African countries. Mr Otieno has also worked for Microsoft Corporation, Eastman Kodak Corporation in various roles across many countries in the world. He has innovated **two digital apps** that are present in various countries in Africa.

Mr. Otieno holds a degree in Commerce (Business Administration) from the University of Nairobi, an MBA and a PhD in Business and Management (**Innovative Strategy focus**) from Strathmore Business School and a Certificate in French from Alliance Francaise, Nairobi.

Mr Otieno is fluent in **English, French and Swahili** and has developed great strategic plans and execution roadmaps for over 600 organisations including the **American Chamber of Commerce** (In 5 countries – Ethiopia, Kenya, Rwanda, Tanzania, and Uganda), **USAID, Christian Aid, Reach for Change, SME Thinktank, Bacardi Germany, Citibank NA, Danone, KCB Bank Group** among others.

Mr Otieno has served on several boards in various companies in Kenya and beyond. He has lived and worked in various African countries, including **South Africa, Tanzania, Cameroon, Cote d'Ivoire, Nigeria, Kenya, Ethiopia and Ghana**. There he helped build/grow/transform over 300 businesses (large and small) across 4 continents. He founded the SME Think Tank in 2020 to assist SMEs navigate the COVID 19 pandemic and grow their businesses. The SME Think Tank today has over 75 members Africa-wide.



For more information visit  
[itc.intermarc-ng.com](http://itc.intermarc-ng.com)



**INTERMARC**  
TRAINING CENTRE



**Strathmore**  
UNIVERSITY  
BUSINESS SCHOOL



**SPD**  
SALFORD PROFESSIONAL  
DEVELOPMENT

**Contact Person**

**Email: [Godfrey@intermarc-ng.com](mailto:Godfrey@intermarc-ng.com)**

**Phone: +234 706 127 8455**