



Center for Executive Education

SENIOR LEADERSHIP DEVELOPMENT PROGRAM



United States
International
University-Africa

Education to take you places

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ABOUT THE PROGRAM

The Senior Leadership Development Program at USIU Africa's Center for Executive Education is designed to enhance strategic thinking and leadership skills among senior executives. This program integrates essential management concepts and best practices, providing a transformational learning experience that equips leaders to navigate complex market dynamics and maintain a sustainable competitive edge. The curriculum emphasizes integrated leadership, entrepreneurial skills, and collaboration, utilizing interactive learning techniques that include real-life case studies and insights from global executives. Participants can expect to develop a comprehensive understanding of the business landscape, which not only enhances individual capabilities but also fosters a holistic view of organizational challenges and opportunities.



AIM OF THE PROGRAM

The primary aim of the Senior Leadership Development Program (SLDP) at USIU Africa's Center for Executive Education is to equip current and future senior leaders with the skills, knowledge, and mindset necessary to effectively lead their organizations and achieve strategic objectives. The key components in this program involve developing strategic thinking, strategic business acumen, strategic ambidextrous leadership abilities, strategic management, and the capacity to foster a culture of innovation and change.



TARGET AUDIENCE

General Managers, Cross-functional Heads such as Heads of Human Resource, Heads of Training and Development, Heads of Sales and Marketing, Heads of Customer Service, Heads of Finance, Heads of Compliance, Heads of Operations, Heads of Strategy, Heads of Quality, Heads of Business Development, Heads of Production, Heads of Fleet Management, Heads of Projects, functional Directors, Senior Managers, and Regional Managers among others.

LEARNING OUTCOMES

To the organization

- i. Your organization will benefit from improved employee engagement and retention
- ii. There will be enhanced organizational performance and productivity
- iii. The clarity of vision and goals imparted to individual participant will lead to clearer and more defined organizational culture.
- iv. It will also strengthen succession planning, fostering a more agile and innovative organizational environment.

To the Professional

- i. You will walk away with skills and knowledge to navigate complex challenges in dynamic organizational and group leadership.
- ii. You will be able to ultimately lead an enhanced institutional performance and a stronger impact on organizational success.
- iii. You will be enabled as a leader to understand and manage your own emotions, as well as those of your team members. This will result in more effective communication and collaboration within the organization.
- iv. You will walk away with a better understanding of how to involve your team in decision-making, which creates a more collaborative and productive work environment.
- v. You will get an understanding of strategic planning and strategy development as well as fostered effective governance skills for success.

MODE OF DELIVERY & DURATION

The program spans four modules over eight months, with each module lasting five days and incorporating a blend of three days on campus and two days online/zoom. One module is delivered internationally through partner institutions in South Africa, Europe, or the USA, providing a global learning experience, while the other three modules are conducted at USIU Africa Campus, offering a balanced mix of local and international engagement.

The training program combines industry expert-led and faculty instruction with diverse learning methods like case studies, videos, simulations, role plays, and group discussions to provide a dynamic and practical learning experience. The inclusion of coaching from seasoned professionals further personalizes the training, helping participants apply concepts effectively and develop their skills in real-world scenarios.

COURSE CONTENT

Module 1: Developing Emotional Intelligence and Strategic Communication.

- a. Emotional Awareness and Self-Regulation
- b. Empathy and Stress Management
- c. Active Listening and Self-Reflection
- d. Building Resilience
- e. Creating a Communication Strategy and Audience analysis
- f. Change Management and Communication
- g. Feedback Mechanisms
- h. Crisis Communication
- i. Evaluation and Feedback

Module 2: Understanding different Leadership styles and Self-Leadership

- a. Transformational Leadership: vision & innovation.
- b. Transactional Leadership: Effective in structured environments where tasks are clear.
- c. Servant Leadership: Encourage collaboration and empowerment among team members.
- d. Autocratic Leadership: Individual control over all decisions
- e. Democratic Leadership: Team Members' involvement in decision making
- f. Laissez-Faire Leadership: Minimal supervision-team members make decisions

Module 3: Building and Leading High-Performing Teams.

- a. Understanding the difference between high-performing teams and Dysfunctional teams
- b. Synergy and Teamwork in the workplace
- c. Setting the right expectations for team members
- d. Organizing, planning and prioritizing
- e. Acknowledging and Improving on weak spots

Module 4: Leading Organizational Success through Turbulence: Innovation, resilience, and adaptive capacity in the face of crises.

- a. Recognizing the sources and signs of organizational turbulence
- b. Building resilience in teams
- c. Adapting to change, and developing leadership skills to navigate disruption
- d. Creating meaning for employees, fostering trust and psychological safety.
- e. Promoting effective decision-making.
- f. Developing and implementing strategies that can withstand turbulent times.

COACHING

Participants will spearhead a strategic project within their organization during the program, guided by a designated Coach to ensure successful implementation and growth. The project is designed to generate meaningful organizational impact while supporting the participant's professional development goals, fostering leadership skills and aligning personal aspirations with organizational priorities.

ADMISSIONS

We admit applicants on a rolling and space-available basis. You are therefore advised to submit your application as soon as possible.

The admissions process is based on your professional experience and achievement, your responsibility in the organisation, and the admissions criteria for each program as described in the Target Audience. There are no formal educational requirements for this program offered by the USIU-Africa Center for Executive Education.

INTERNATIONAL PARTICIPANTS

Accommodation: The university does not run student hostels but will assist you in securing affordable accommodation at your own expense for the short duration of your stay.

Language of Instruction: United States International University utilizes English as its primary language of instruction, making it essential for students to be proficient in English to effectively engage with academic materials, participate in discussions, and complete coursework successfully.

PROFESSIONAL CERTIFICATION: BUSINESS MANAGEMENT PROFESSIONAL (BMP) (OPTIONAL)

We will issue certificates on the Senior Leadership Development Program (SLDP); however, for those who are interested in getting the title Business Management Professional (BMP) will be required to take a multiple-choice application exam at a separate cost of US\$250.

The certification is offered by an American Certifying Body in conjunction with United States International University



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Cost

KSHS/= **375,000**