



# Executive Leadership Development Programme (Online)

## Why Executive Leadership Development?

Research has shown that executive leadership development is one of the most essential challenges many organizations are grappling with today.

Effective executive leadership development has the potential of enhancing the competitive advantage of organisations thereby enabling them to improve their bottom line; attract, develop, and retain talent; drive strategy execution; and increase capacity for success in undertaking change and transformation.

## Who is this for?

This programme is designed for chief executive officers, C-Suite executives, executive directors and heads of departments who have greater organisational responsibilities over teams and results and are seeking to enhance their leadership effectiveness. It has been developed by the **Martin Oduor-Otieno Leadership Academy (MOOLA)** and will be facilitated by experienced practitioners and academicians.

## Programme Goal

The goal of the Executive Leadership Development programme is to provide an opportunity for top executives to explore the changing landscape of leadership, appreciate best practices and acquire new knowledge and skills to enrich their leadership journeys. The programme provides a platform for immersive and experiential learning ideal for this level of leaders and is designed to guarantee an impactful learning experience.

## Learning Outcomes

By the end of the programme, the participants should be able to:

- Demonstrate capacity to adapt leadership practices to suit changing business dynamics.
- Apply strategic leadership competencies to improve business relationships and achieve organisational results.
- Transform teams through effective coaching and mentoring.

- Be role models for Ethical Leadership.
- Lead organisations through challenging technological and regulatory disruptions.
- Apply governance best practices in the leadership of their organisations.

## Programme Modules

The programme comprises essential executive level modules tailored to ensure an impactful learning experience, as follows:

- Leadership Perspectives
- Adaptive Leadership
- Stakeholder Engagement
- Strategic Leadership
- Leading for Results
- Leading Change & Transformation
- Digital Leadership
- The Leaders as a Coach and Mentor
- Ethical Leadership
- Executives in the Board
- Action Learning project

It is estimated that participants will take ten (10) weeks for the modules and two (2) weeks on the case study.

## Relevance to Organisational Needs

- Designed in response to organizations' desire to undertake executive leadership development programmes to underpin the changing business and leadership landscape.
- Content is aligned to the needs of the participants' respective organizations and industry.
- Incorporates a 360-degree evaluation of participants to determine a return on investment
- Post-learning evaluation is leveraged to determine individual executive coaching and mentorship objectives.
- During the Programme, participants implement action learning projects that resolve underlying strategic challenges in their respective organisations.

## Learning and Delivery Model

The LDP is designed based on the 70:20:10 Learning and Development model developed by Morgan McCall, Michael M. Lombardo and Robert A. Eichinger. According to this model, learners obtain 70% of their knowledge from job-related experiences, 20% percent from interactions with others, and 10% from formal educational events. To apply this model, we use a combination of lectures, case studies, videos, experiential learning, expert insights and group discussions.

## Programme Assessment modes

Progress is evaluated and monitored through assignments, group presentations, group discussions, reflection papers, assessments and an action learning project whose impacts would be demonstrated to a group of evaluators.

## Programme Design

The Programme is designed to ensure that participants learn with minimal interruption (if any) at the workplace. The programme is delivered through our e-learning platform.

Participants are expected to engage with each other virtually, undertake organizational research and use learnings to execute their respective action learning projects.

## Post-intervention Evaluation

Upon completion of the programme, The Leadership Group will undertake an in-depth evaluation of participants' performance in the programme to establish if change has taken place and a feedback report prepared to this effect. An executive coaching programme and regular on-the-job assessments are recommended.



Email:

[info@leadershipgroup.co.ke](mailto:info@leadershipgroup.co.ke)



Telephone:

+254 715 313 244  
+254 20 231 3240



Website:

[www.leadershipgroup.co.ke](http://www.leadershipgroup.co.ke)  
[www.martinoduorotienoacademy.com](http://www.martinoduorotienoacademy.com)