CINPAA | INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

سينبا | التعاونية الدولية للتدريب والاستشارات



Training programme:

Management and Leadership Development Certificate Program

Delivered in several cities and dates

OUR INTERNATIONAL PARTNERS:

ISDE Law Business School High Performance Education

Higher Institute of Law and Business (ISDE)

Professional Development Institute

Professional Development Institute

Universidad Camilo José Cela

Camilo José Cela University

SEK EDUCATION GROUP

ISO 29993:2017 Learning services for non-formal education and training

ISO 9001:2015

Management and Leadership Development Certificate Program

About the programme:

This programme connects management and leadership development with the practical demands of executive and specialist roles, focusing on the tools used to lead people and organise work.

Objectives:

Developing participants' skills, knowledge, values and professional approaches in:

a. Our intensive Management and Leadership Development course is designed to provide promising executives and functional specialists with the skills, tools and competencies they need to operate effectively in today's constantly changing and challenging business environment.

b. The course will enable you to:

c. meet existing and future business challenges with capability, credibility and confidence

d. develop the skills, knowledge and competencies that maximise your management and leadership potential

e. grow and enhance your international business networks

Target audience:

a. There are no formal entry requirements; however, the course has been developed for individuals in general or functional management positions across all sectors. These include:

b. general managers

c. directors

d. heads of department

e. project managers

f. change managers

Daily programme:

• Day 1: Strategic management and strategic choice

a. Resource-based view of strategy: valuable, rare, inimitable and non-substitutable resources

b. Assessing strategic priorities with a structured and transparent method

c. Evaluating strategic options and selecting the most viable course of action

d. Practical tools to build, monitor and review strategies against business objectives

e. Workshop: resource audit and strategic options appraisal for the participant's unit

f. Day output: prioritised summary of strategic options

• Day 2: Leading change and leading in a changing environment

a. Managing the rational and emotional impact of change on people and teams

b. Overcoming personal, cultural and procedural blockers to organisational change

c. Trends in leadership research and lessons from the experience of profound leaders

d. Reviewing current leadership style, core values and personal development targets

e. Case study: supporting colleagues through a difficult decision during a reorganisation

f. Day output: change plan with identified blockers and personal leadership targets

• Day 3: Financial management and access to capital

a. Sources of funding for projects, refinancing costly loans and access to capital markets

b. Detecting early warning signals of financial stress and assessing financial soundness

c. Enhancing an organisation's credit image to reduce the cost of capital

d. Terms, conditions and prerequisites for raising finance on international capital markets

e. Case study: assessing the financial soundness of an organisation seeking new funding

f. Day output: funding options and financial risk summary

• Day 4: Accounting for managers

a. Analysing and interpreting key financial statements and the financial position of a company

b. Financial implications of key business decisions and efficient use of resources

c. Decision tools for cost management, operational and strategic planning and control

d. Preparing and managing budgets and monitoring variances during the year

e. Workshop: interpreting a set of financial statements and drafting a departmental budget

f. Day output: financial health summary and draft budget

• Day 5: Marketing practice and project management

a. Evaluating organisational marketing practices in business and consumer markets

b. Key marketing concepts and tools that maximise marketing success across the organisation

c. Key elements of PRINCE2® and an aerial view of the methodology's processes

d. Planning, controlling and closing a project within a structured methodology

e. Workshop: structuring a project brief following the PRINCE2® process overview

f. Day output: project brief and marketing practice review

• Day 6: Ethical leadership and decision-making

a. Dealing with complex issues and dilemmas calmly and building resilient decision-making

b. Acting with integrity when rules and regulations impede ethical implementation

c. A framework for considered responses and the courage to follow a moral compass

d. Applying the programme's tools to real-world situations through case study analysis

e. Case study: integrated decision case combining strategy, finance and ethical considerations

f. Day output: decision memo with an ethical risk assessment

Training methods and certificates:

Our programmes are built on modern pedagogy that combines theoretical knowledge with practical application, in line with participants' needs and the demands of the workplace. Methods include:

- **Interactive workshops:** analysis of real data and group discussions that strengthen practical understanding.
- **Case studies:** examples from international organisations that highlight real successes and challenges.
- **Realistic simulations:** participants train through professional scenarios that mirror real situations requiring decisions and situation management.
- **Advanced tools and technologies:** hands-on practice with up-to-date training software and tools suited to each field.

Certificates:

On successful completion, participants receive a certificate issued by CINPAA, a training institute officially registered in the European Union, Spain and the United Kingdom.

CINPAA - Cooperative International for Training and Consulting

Our programmes are delivered within academic and professional partnerships, cooperation agreements and memoranda of understanding with a number of academic and professional institutions, including:

- **Camilo José Cela University - Spain**
- **ISDE - Law & Business School - International**
- **Professional Development Institute - United Kingdom**

These partnerships aim to exchange expertise, develop training content and raise programme quality in line with international best practice.

Kind regards,
International Programmes Department
"CINPAA" INTERNATIONAL COOPERATIVE FOR TRAINING & CONSULTING

Course details and registration

Course Details | Registration

Programme	**Management and Leadership Development Certificate Program**	Course Title
Language	**English**	Course Language
Venue	**Several cities and dates – see the table below**	Venue
Financial offer	**Sent separately, according to the number of participants and the delivery conditions.**	Financial Offer

Registration and confirmation:

To register, please use one of the following:

a. Complete the programme request form on our website.

b. Or send an email from your training department.

c. Or a nomination letter from your organisation.

Send your confirmation by:

Email	info@cinpaa.org
WhatsApp	+34 635 867 686

Our team is ready to advise on accommodation and logistics before and during your stay.

Planned programme dates:

City	Dates
Madrid, Spain	20 - 25 Dec 2026
Madrid, Spain	03 - 08 Jan 2027
Barcelona, Spain	04 - 09 Apr 2027
London, United Kingdom	04 - 09 Jul 2027
Cairo, Egypt	03 - 08 Oct 2027

The programme can be delivered in other cities and on other dates to suit your organisation, at the length you need. The cities are listed on the last page.

سينبا التعاونية الدولية للتدريب والاستشارات | CINPAA – International Cooperative for Training & Consulting

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Scan to save our contact

Cities where we deliver our programmes:

This programme can be delivered in any of the following cities, and elsewhere on request.

Albania Tirana, Saranda	**Australia** Sydney	**Austria** Vienna, Hallstatt, Salzburg / Zell am See	**Azerbaijan** Baku
Bahrain Manama	**Belgium** Brussels, Bruges	**Bosnia and Herzegovina** Sarajevo	**Canada** Toronto, Montreal
China Hong Kong, Shanghai, Beijing, Guangzhou	**Croatia** Dubrovnik	**Cyprus** Nicosia, Limassol, Larnaca	**Czech Republic** Prague
Egypt Cairo, Sharm El Sheikh, Alexandria, Hurghada	**France** Paris	**Georgia** Tbilisi, Batumi	**Germany** Munich, Berlin, Düsseldorf, Frankfurt
Greece Athens, Rhodes	**Hungary** Budapest	**Indonesia** Bali, Jakarta	**Ireland** Dublin
Italy Rome, Florence, Milan, Venice, Como	**Japan** Tokyo	**Jordan** Amman, Aqaba	**Kuwait** Kuwait City
Malaysia Kuala Lumpur	**Maldives** Maldives	**Mauritius** Mauritius	**Montenegro** Budva, Kotor
Morocco Casablanca, Marrakech, Tangier, Rabat	**Netherlands** Amsterdam	**Oman** Muscat, Salalah	**Philippines** Manila
Poland Krakow, Warsaw	**Portugal** Lisbon, Porto	**Qatar** Doha	**Russia** Moscow
Saudi Arabia Riyadh, Jeddah, Dammam	**Serbia** Belgrade	**Slovenia** Ljubljana	**South Korea** Seoul
Spain Madrid, Barcelona, Valencia, Alicante, Benidorm, Malaga / Marbella, San Sebastian, Granada, Cordoba, Canary Islands, Seville, Bilbao	**Switzerland** Geneva, Luzern, Zurich, Interlaken, Zermatt, Lugano	**Thailand** Bangkok, Phuket	**Tunisia** Tunis
Turkey Istanbul, Antalya, Trabzon, Bursa, Izmir, Bodrum, Antakya (Hatay)	**United Arab Emirates** Dubai, Abu Dhabi	**United Kingdom** London, Edinburgh, Manchester, Birmingham	**United States** Miami, New York, Los Angeles, Washington