
Executive Leadership: Qualifying for the CEO Role Course

8 – 12 March 2027
Casablanca





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Ref: 1001_115 **Date:** 8 – 12 March 2027 **Location:** Casablanca **Fees:** 4000 GBP

Programme Summary

Transitioning into the chief executive role demands an operational pivot from functional excellence to total enterprise accountability, corporate stewardship, and strategic diplomacy. This intensive five-day executive development masterclass equips aspiring chief executives, divisional managing directors, and executive vice presidents with the governance acumen, balance sheet oversight, and board engagement capabilities required to steer complex organizations through large-scale economic transformation. Participants examine enterprise risk, capital allocation, and stakeholder alignment to qualify effectively for top-tier institutional mandates. This professional qualification pathway is administered by Mars Training Centre UK.

The Business Case

Organizations facing strategic shifts require chief executives who can balance long-term value generation with regulatory scrutiny, multi-stakeholder expectations, and disruptive market forces. Inadequate preparation at the chief executive transition stage introduces governance instability, delayed corporate execution, and misaligned enterprise capital.

- **Executive Transition Risk:** Mitigates early-tenure performance volatility by establishing rigorous protocols for enterprise oversight and board collaboration.
- **Capital Stewardship:** Aligns corporate balance sheets, operational expenditures, and major strategic investments with overarching institutional objectives.
- **Corporate Governance Rigour:** Embeds transparent fiduciary practices that reassure institutional shareholders, public bodies, and advisory boards.
- **Strategic Alignment:** Translates multi-year economic transformation priorities into cohesive functional targets across diversified enterprise operations.

Principles and Evidence Base

- **OECD Principles of Corporate Governance:** Guides board interactions, disclosure standards, executive remuneration frameworks, and fiduciary accountability structures.
- **COSO Enterprise Risk Management Integrated Framework:** Establishes risk appetite profiling, operational resilience matrices, and enterprise-wide risk oversight protocols.
- **The Business Judgement Rule and Fiduciary Duty Frameworks:** Structures decision-making hygiene during mergers, capital restructuring, and transformative organizational pivots.



Intended Participants

- Executive Vice Presidents, Chief Operating Officers, and Chief Financial Officers designated as internal successors for the chief executive officer position.
- Managing Directors and General Managers accountable for autonomous enterprise divisions, subsidiaries, or state-owned enterprises.
- Corporate Board Members seeking to calibrate performance expectations and succession evaluation criteria for incoming enterprise heads.
- Senior public-sector executives preparing to assume director general or chief executive responsibilities within statutory authorities.

Eligible candidates possess substantial executive tenure with enterprise P&L oversight and cross-functional supervisory authority.

Learning Outcomes

1. Participants will be able to navigate board dynamics and structure collaborative reporting routines with non-executive directors.
2. Participants will be able to evaluate enterprise capital allocation proposals against systemic risk and multi-year corporate strategy.
3. Participants will be able to formulate enterprise transformation agendas aligned with long-term national economic diversification mandates.
4. Participants will be able to manage high-stakes crisis response protocols, corporate communications, and institutional reputation assets.
5. Participants will be able to design high-performance C-suite organizational charts, executive incentive structures, and succession matrices.
6. Participants will be able to construct an authoritative enterprise transition roadmap for the initial one hundred days in the chief executive office.

Programme Structure

Day 1: Boardroom Governance and Fiduciary Stewardship

How do incoming chief executives establish alignment, transparency, and strategic trust with governing boards?

- OECD Corporate Governance Guidelines and Non-Executive Director Expectations
- Board Committee Architecture: Audit, Risk, Nomination, and Remuneration
- Navigating the Chair-CEO Relationship and Managing Boardroom Dissent
- Fiduciary Accountability, Enterprise Disclosures, and Shareholder Dialogue
- Constructing Defensible Board Briefing Packs and Decision Memoranda



Day 2: Enterprise Capital Allocation and Financial Strategy

How does the chief executive steer capital deployment, solvency, and value creation across operating divisions?

- Strategic Balance Sheet Management and Working Capital Optimization
- Capital Prioritization Models: Organic Reinvestment versus Mergers and Acquisitions
- Enterprise Performance Scorecards and Divisional Return on Invested Capital
- Debt Structuring, Credit Agency Relations, and Liquidity Contingencies
- Reviewing Major Expenditure Proposals Through a Fiduciary Lens

Day 3: Strategic Transformation and National Vision Alignment

How are institutional priorities translated into enterprise transformation initiatives under broad economic diversification plans?

- Translating National Strategic Mandates into Corporate Operating Models
- Business Model Innovation and Industrial Modernization Blueprints
- Enterprise Digital Transformation and Artificial Intelligence Governance
- Managing Resistance Across Operating Subsidiaries and Functional Silos
- Metrics for Monitoring Multi-Year Institutional Change Initiatives

Day 4: Enterprise Risk, Crisis Command, and Reputation Oversight

How do enterprise heads protect corporate value and maintain institutional trust amid systemic disruption?

- COSO-Aligned Enterprise Risk Appetite Architecture
- Crisis Command Structures, Incident Management, and Operational Continuity
- Regulatory Scrutiny, Compliance Audits, and External Investigation Protocols
- Media Management, Executive Public Affairs, and Crisis Messaging
- Brand Equity Protection and Ethical Stewardship Under External Pressure

Day 5: C-Suite Talent Architecture and the First 100 Days

How do new chief executives mobilize the executive team and execute an impactful organizational entry?

- Building the C-Suite Roster: Assessment, Role Profiling, and Performance Culture
- Executive Incentive Schemes and Key Performance Indicator Cascades
- Cultural Auditing and Organizational Alignment Methodologies
- Structuring the First 100 Days: Fact-Finding, Mandate Confirmation, and Rapid Wins
- Executive Transition Capstone Defence and Peer Review



Methodology

The course employs an executive seminar structure integrating boardroom simulations, financial forensic reviews, and peer advisory sessions. Participants engage directly with anonymized corporate governance case studies, evaluate realistic enterprise capital requests, and present transition strategies for collective executive critique.

- Suggested activity: Defending a major enterprise capital expenditure briefing before a simulated non-executive board panel.
- Suggested activity: Formulating a rapid crisis mitigation response following an operational compliance failure simulation.
- Suggested activity: Drafting and critiquing an operational First 100 Days transition charter with fellow executive peers.

Capstone Output

Each delegate constructs a comprehensive Chief Executive Transition Blueprint. This portfolio includes a governance and board engagement protocol, an enterprise risk profile, and an operational First 100 Days action roadmap tailored to their prospective institutional mandate.

Frequently Asked Questions

What makes this qualification track distinct from general management training?

The curriculum focuses specifically on the fiduciary, financial, and political responsibilities reserved exclusively for the chief executive role, rather than general department-level coordination.

How does the syllabus address national economic diversification agendas?

The modules instruct executives on aligning corporate operational plans, supply chain structures, and capital expenditure models with large-scale economic transformation mandates.

Is this masterclass appropriate for executives in state-owned enterprises?

Yes. The governance frameworks, stakeholder management protocols, and risk architectures apply equally to publicly listed corporations, statutory authorities, and sovereign operating entities.

What preparatory materials are required prior to attendance?

Delegates receive preliminary briefing cases on corporate governance and financial strategy to review before the initial boardroom simulation exercises begin.