

AMA | GLOBAL



CEO CLUBS
International

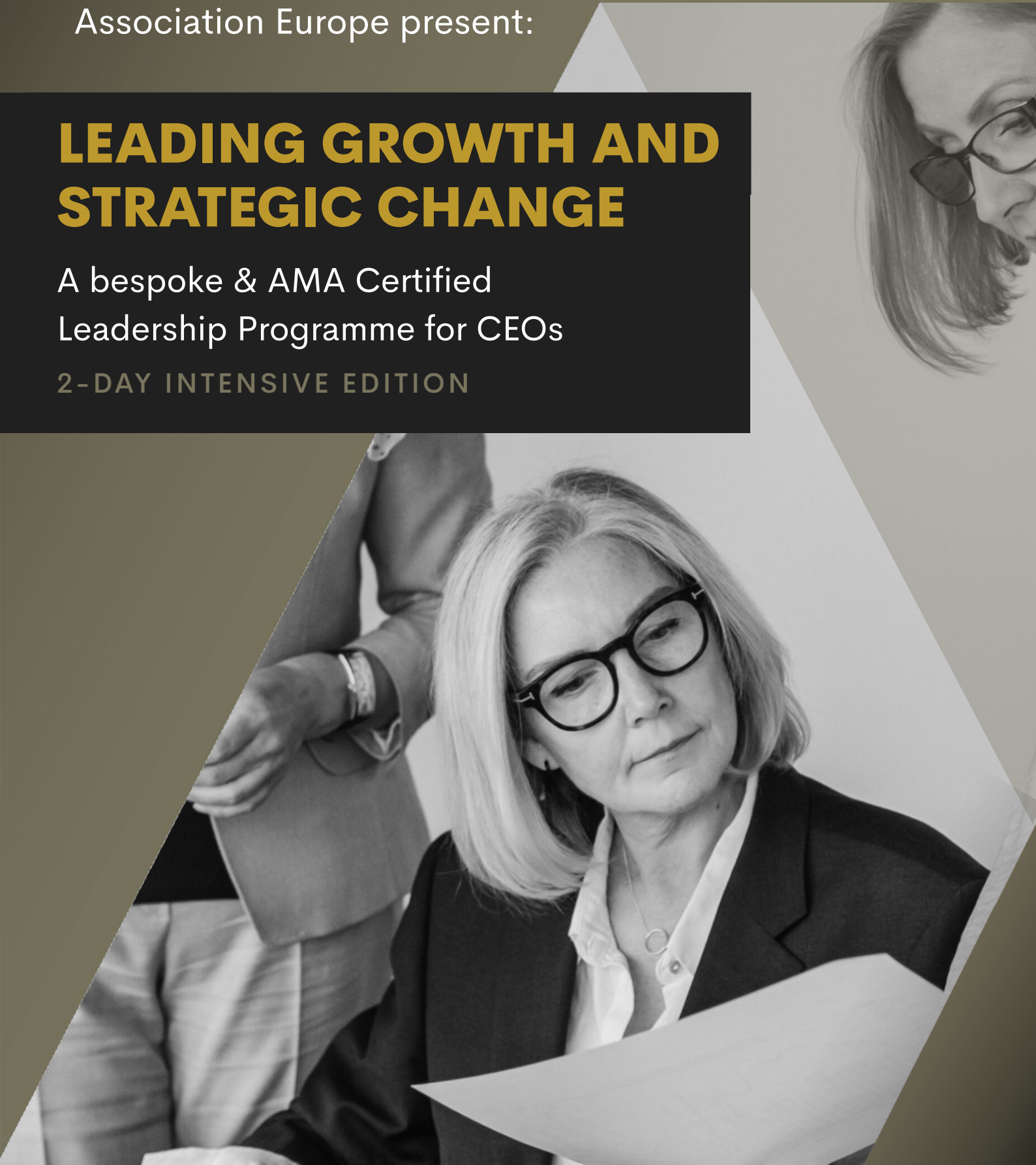


CEO Clubs Greece & American Management
Association Europe present:

LEADING GROWTH AND STRATEGIC CHANGE

A bespoke & AMA Certified
Leadership Programme for CEOs

2-DAY INTENSIVE EDITION





Programme Overview

At the end of the day, it is all about growth. Leading an organisation towards sustainable, profitable growth is not part of the CEO's mission — it is the mission. No organisation prospers in the long term without growing, and no Chief Executive leaves a positive legacy without growing the business.

Yet one force constantly challenges that mission: leading strategic change. Growth cannot be achieved by standing still. In an age defined by disruption, uncertainty and complexity, leaders must make bold decisions without full information, inspire teams amid ambiguity, and drive performance while navigating external shocks — from geopolitical turbulence and supply-chain disruption to technological acceleration and shifting employee values. Leading strategic change can feel like weathering a perfect storm; in fact, it is the only constant in a CEO's world.

The American Management Association (AMA) Europe and CEO Clubs Greece have joined forces to deliver this bespoke, AMA-Certified programme — now offered as a focused two-day intensive. Facilitated by AMA Europe senior executive and transformation expert Henry Dumortier, it combines short expert-led briefings, real-world simulations and immediately applicable tools, taking participants from diagnosis and growth strategy on Day 1 to mobilisation and disciplined execution on Day 2.

Programme at a Glance

Two immersive days.

One growth-focused leadership breakthrough.



FORMAT

Two consecutive workshop days,
fully facilitated and interactive



DAY 1 LEADING GROWTH

Diagnose the environment
and shape an agile growth strategy



DAY 2 LEADING CHANGE

Mobilise people
and execute with discipline



AUDIENCE

CEOs, Managing Directors and
C-suite executives leading
growth and transformation



HOURS

09:30 – 17:30
each day



CERTIFICATION

AMA-Certified Leadership
Programme; certificate awarded
on completion



EACH PARTICIPANT LEAVES WITH

A consolidated 90-day
Leadership Action Plan covering
both growth and change

Programme Objectives

By the end of the two days, participants are able to:

- 01** Diagnose complex, volatile environments and read the strategic situation of their business.
- 02** Formulate agile growth strategies that are both opportunistic and resilient.
- 03** Lead strategic change by aligning vision, culture, structure and execution.
- 04** Translate strategy into action using tools such as the Strategy House, Growth Accelerators and the SOAR model.
- 05** Strengthen influence, emotional intelligence and organisational courage to lead through uncertainty.
- 06** Build a sustainable leadership pipeline and a personal 90-day action plan aligned to their organisation's context and growth goals.

Programme Philosophy:

Learn • Practice • Use

Inspired by AMA's hands-on methodology, the programme blends:

- Short expert-led briefings grounded in Henry Dumortier's 30+ years of international leadership experience.
- Real-world examples and simulations used to pressure-test strategies.
- Interactive case studies, team challenges and structured action-planning sessions.
- Peer coaching and group reflection, leveraging Henry's "executive sparring partner" style of facilitation.

It is **practical**, **immersive** and **directly applicable** to participants' current business challenges.



DAY 1:

Leading **Growth** in Complex & Volatile Markets

Focus: diagnose the environment, shape an agile growth strategy, choose a direction and align the organisation behind it.

Opening: Setting the Scene



The programme opens with a framing session built around the book “What Leadership Is For” by Patrick Faniel, Managing Director EMEA, AMA Europe. The session sets the scene for leadership today and introduces a concrete leadership model that participants adapt to their own vision and goals — establishing the shared language used across the two days.

Module 1: Strategic Thinking in a Volatile World



This session dives into the disruptive environment leaders operate in, helping them distinguish between chaotic, complex and merely complicated systems. Through live examples and case discussions, participants assess how their organisations are currently responding to disruption — and where strategic clarity is most needed.

👉 *Develop situational awareness and strategic-diagnosis capabilities, and apply frameworks to real business contexts.*

Module 2: Growth Strategy & Disruptive Innovation



Participants explore what “growth” really looks like in today’s environment. Using AMA’s Strategy House and Growth Accelerators frameworks, they map opportunities across innovation, partnerships, digital channels and operational agility. They then adopt the mindset of disruptive innovation — identifying “possibility gaps” in their current strategy and applying practical ideation tools to unlock new thinking. In a hands-on workshop, each team drafts a disruptive growth hypothesis tailored to their industry or market.

👉 *Build a strategic growth map rooted in opportunity zones rather than traditional planning models, and shift from incremental to transformative innovation.*

Module 3: Choosing the Direction & Aligning Teams



With growth options on the table, leaders confront the challenge of choosing a direction and aligning the organisation behind it. Execution begins with accepting change and cascading the ultimate goals and expected behaviours down through the organisation. Participants pressure-test how clearly their direction is understood at each level.

☑ *Convert a growth hypothesis into a clear, communicable direction that teams can rally around.*

Day 1 Close: Your 90-Day Growth Commitments



Participants begin building their personal Leadership Action Plan, capturing the growth moves they will initiate within 90 days. Henry coaches each participant and provides structured feedback, using peer-coaching techniques to ensure accountability.

☑ *Leave Day 1 with concrete, ready-to-execute growth commitments aligned to your business context.*

Day 1 – Agenda



09:30	Welcome, objectives and opening Setting the Scene ("What Leadership Is For")
10:30	MODULE 1 Strategic Thinking in a Volatile World
11:45	MODULE 2 Growth Strategy & Disruptive Innovation (briefing + frameworks)
13:00	Lunch
14:00	MODULE 2 (continued) Growth-hypothesis workshop
15:30	MODULE 3 Choosing the Direction & Aligning Teams
16:45	DAY 1 CLOSE 90-day growth commitments & peer coaching
17:30	End of Day 1

DAY 2:

Leading Strategic Change with Agility & Impact

Focus: mobilise people through change, execute strategy with discipline, and secure leadership continuity for sustainable growth.

Module 4: Agile Leadership & Organisational Courage

This session addresses the human dimension of change. Participants explore the emotional and behavioural reactions to disruption — in themselves and in others. Henry introduces tools to overcome resistance, build trust and lead change with empathy, with special emphasis on “courageous conversations” and the leadership presence needed to mobilise teams across uncertainty.

 *Strengthen influence, psychological safety and credibility as a change leader.*

Module 5: From Strategy to Execution in an Unstable World

Having set a growth direction on Day 1, participants now tackle the execution challenge. Using the Execution Framework and the SOAR model (Strengths, Opportunities, Aspirations, Results), they learn to align strategy, structure, culture and KPIs. The module includes a self-diagnostic on execution bottlenecks and an “Execution Sprint” in which teams turn ideas into concrete action steps.

 *Master the discipline of execution — translating complexity into traction.*

Module 6: Succession & Sustainable Leadership

Succession planning is no longer a “nice to have” but a strategic imperative for any growth agenda. This module addresses how leaders build long-term organisational resilience by developing successors across levels. Participants examine the risks of leadership vacuums and how to mitigate them through proactive planning, talent mapping and intentional mentoring, supported by tools such as succession matrices and critical-role diagnostics.

 *Create a sustainable leadership pipeline that aligns with strategy, culture and future-readiness.*

Day 2 Close: Action Plan & Closing Reflection



In a guided working lab, participants consolidate Day 1 and Day 2 into a single 90-day Leadership Action Plan covering both growth and change. Henry coaches each participant and provides structured feedback, using peer-coaching techniques to ensure accountability. The programme closes with a group debrief and personal insight sharing; participants receive their certificates and final feedback, with emphasis on sustaining momentum back at work.

 *Leave with a tangible, integrated and ready-to-execute leadership plan aligned to your business context.*

Day 2 – Agenda



09:30	Day 1 recap & reframe
09:45	MODULE 4 Agile Leadership & Organisational Courage
11:15	MODULE 5 From Strategy to Execution (Execution Framework + SOAR)
13:00	Lunch
14:00	MODULE 5 (continued) Execution Sprint
15:15	MODULE 6 Succession & Sustainable Leadership
16:15	DAY 2 CLOSE Consolidated 90-day Leadership Action Plan & peer coaching
17:00	Wrap-up, certificates & closing reflection
17:30	End of Programme



ABOUT THE FACULTY

Henry Dumortier

Henry Dumortier is a seasoned executive with over 30 years of international leadership experience at GE, Goodyear and Zep Inc., having led major business transformations, restructuring projects and cultural shifts across EMEA and the Americas. A certified executive coach, he is known for his "sparring partner" approach — challenging senior leaders to develop courageous, curious and resilient leadership mindsets.

Additional Details



Dates:

8th & 9th October 2026

Timings:

09:30 – 17:30 each day.



Location:

The ClubHouse, Flisvos Marina



Pricing:

Course – 2 Workshop Days

€2,400 + VAT per participant

Bring your Executive Team

2nd place **15%** off, 3rd onwards **20%** off

Optional assessment & advisory

€100 per assessment +

€750 per participant + VAT
for reporting & debriefing