ilaria
Digital School



TRAINING FOR ORGANISATIONS

Executive Programme in Strategic Management & Leadership

Prepare your managers for senior roles in one year, through six pieces of strategic work, most of them built on your own organisation.

1 year
3 terms, alongside the job

Level 7
OTHM Diploma, 120 UK credits

from €1,900
by country, for the full year

OTHM Level 7 Diploma in Strategic Management and Leadership (603/2181/7), 120 UK credits at master's degree level, awarded by OTHM Qualifications, a UK awarding organisation regulated by Ofqual

01

WHAT'S AT STAKE

Why train your staff

Your managers already deliver. What separates them from the next level is altitude: thinking in strategy, leading through others, and proving it on paper the day it counts.

Over one year, each participant writes a strategic plan, builds a strategic marketing plan, designs and defends a business plan, runs an HR consulting mission and writes a research proposal, most of it on their own organisation.

Starting level

Aged 21 or over, a bachelor's degree or equivalent Level 6 qualification, or substantial management experience assessed case by case. English at B2 level, checked with our free placement test.

02

THE SKILLS

What your staff will be able to do

01 Diagnose, choose, plan and lead change with strategic analysis tools.

02 Lead people with grounded, collaborative leadership practice.

03 Facilitate collective intelligence and coach each team member.

04 Build a strategic marketing plan and steer it with indicators.

05 Design a venture, model its financing and pitch it.

06 Manage human resources strategically, from talent to performance.

07 Conduct rigorous business research.

What your organisation gets back

Six boardroom-grade deliverables, built on your own context wherever possible:

- a board presentation and a complete strategic plan
- a business plan, pitched and defended
- a case study on the leadership of a real business leader
- a complete strategic marketing plan
- an HR consulting mission, from board pitch to final report
- a research proposal, the springboard to an MBA

03

THE CONTENT

Programme

Details on ilaria-academy.com/en/course/executive-strategic-management-leadership

01 Strategic Management
Market and competition analysis, positioning, strategic action plan, change management (Lewin, Kotter, ADKAR).

02 Strategic Leadership
Leadership theories, your own management practice, collaborative working, coaching.

03 Strategic Marketing
Marketing audit, segmentation, targeting, positioning, indicators, international marketing.

04 Entrepreneurship and Innovation
Innovation frameworks, prototyping, financial modelling, stakeholder management, pitching.

05 Strategic Human Resource Management
Talent, recruitment, retention, performance, international HR and diversity.

06 Advanced Business Research Methods
Research design and ethics, literature review, qualitative and quantitative methods.

04

HOW IT RUNS

How it works

Every company project is built with you. Format, rhythm and schedule are not imposed: we can handle them all, and we adapt them to your organisation.

What we adapt to your organisation

The format

At your premises, remotely or a mix of both: we choose together, according to your staff and your sites.

The rhythm

Full days, half days, short sessions or a longer programme: the schedule follows your staff's workload, not the other way round.

The group

One employee joining an open session, or a group dedicated to your organisation.

The content

Examples, exercises and a running project built on your tools, your data and your challenges.

The steps of a project

1

Scoping

We define the objectives, format, rhythm and schedule with you.

2

Positioning

Each participant takes a positioning interview and test, so the pathway matches their level.

3

Training

Short inputs, hands-on practice and a running project based on your organisation's case.

4

Follow-up

Progress reviews throughout the course, shared with the sponsor.

5

Qualification

Every unit assessed on the work delivered, then the OTHM qualification is awarded.

What HR keeps track of

- Progress reviews throughout the course
- Quote, training agreement, attendance and completion certificates
- Each participant's OTHM results, e-certificate and transcript

Assessment: no exams. Each unit is assessed through boardroom-style assignments (strategic plans, presentations, case studies, a business plan, a research proposal), marked by the tutor, quality assured internally, then externally verified. One resubmission per assignment as of right.

Our open intakes

Our open intakes run 100% online on Microsoft Teams, live in English with practitioners: classes Monday to Thursday mornings, Fridays dedicated to coaching applied to each participant's own context.

One year over three terms, with group workshops. Every session is recorded, and each participant has individual coaching every week.

05

THE OFFER

Formats and fees

Open enrolment

Your managers join an open intake.

By country

see the grid below

In-company

An intake dedicated to your organisation.

On request

depending on group and format

Tailored

A programme adapted to your context and priorities

On request

depending on the programme

Fees by country

Our fees are adjusted to each country, so that the same programme, the same live classes and the same weekly coaching stay within reach wherever you live.

	Zone A Western Europe, North America, the Gulf, Australia, Japan	**Zone B** South Africa, Algeria, Brazil, China, Türkiye, the Balkans	**Zone C** West and East Africa, Morocco, Tunisia, South Asia
The programme, one year	**€3,500**	**€2,600**	**€1,900**

All-inclusive: tuition, live classes, weekly coaching, assessments, awarding body registration and e-certificate. No hidden fees. Pay in full, or in several instalments over your course. Payment in your own currency is possible. Prices in euros, taxes included where applicable.

Next intakes · open sessions

Three intakes a year (January, May, September), next date on request.

Apply at any time and join the next intake: free English placement test, admission interview, then a positioning test that confirms admission.

Payment

As of 31 October 2026

Payment plans Pay in full or in several instalments over the course, in your own currency if needed.

Our admissions team goes through fees and payment plans with you, with no obligation.

06

BEFORE YOU START

Questions to ask yourself

Which managers are you preparing for senior roles?

Which strategic projects of yours could serve as their case?

How much time a week can they give to the programme over one year?

Who in your leadership will sponsor and review their work?

Is the route towards an MBA top-up part of their career plan?

Next steps

01

A 30-minute call

The target role, the employee's profile, the right rhythm.

02

Placement test, interview and quote

English check and admission interview for each participant.

03

Intake

Start at the next intake: January, May or September.

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EXECUTIVE PROGRAMME IN STRATEGIC MANAGEMENT & LEADERSHIP

Let's talk about your project

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