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COURSE BROCHURE

Inspirational Leadership for Strategy and Culture Training Course

15 – 19 March 2027
Madrid

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Ref: 2992_113431 **Date:** 15 – 19 March 2027 **Location:** Madrid **Fees:** 5600 GBP

Inspirational Leadership for Strategy and Culture is a 1-week training course for heads of function and senior managers who must win genuine commitment to a new strategic direction, and who leave with a Strategy and Culture Shift Charter for their area. Strategies now change faster than habits, so the gap between plan and behaviour decides results. Jupiter Prime Training runs this course on inspirational leadership for strategy and culture.

Why Inspirational Leadership for Strategy and Culture Matters Now

Shorter strategy cycles ask people to drop familiar priorities repeatedly. A workforce expecting purpose and voice judges leaders on whether words match choices. Boards and investors look for evidence that change has taken root. An organisation that handles this well turns a strategic intent into shared meaning and visible behaviour; one that handles it badly collects polite agreement and initiatives that fade. The course rests on general principles of purpose-led leadership, sensemaking and behaviour change rather than any single branded model.

Who Gains Most from Inspirational Leadership for Strategy and Culture

- Leaders who own a strategic shift and must explain it to people who did not choose it
- Managers who translate values into departmental routines and decisions
- Transformation sponsors who need committed rather than compliant followers
- Strategy office members who coach colleagues on how a direction is received
- Human resources partners who shape recognition and onboarding signals

A leadership team refreshing its strategy gains most when several members attend and draft one charter.

Inspirational Leadership for Strategy and Culture Capabilities

Participants practise the acts that connect a strategic choice to daily behaviour.

- Craft a strategic narrative linking purpose and personal contribution — the first conversation with a team
- Diagnose current culture through stories and routines — the scope of the culture shift
- Translate values into observable behaviour shifts — managers who coach and recognise
- Design leadership signals and rituals that reinforce the direction — the leadership team itself
- Read early resistance signals and respond with dialogue — sponsors facing slow uptake
- Assemble a charter tying priorities to culture commitments — the executive committee

Key Inspirational Leadership for Strategy and Culture Terms

- Strategic narrative — A short story of where the organisation is heading, why, and what each person contributes.
- Sensemaking — How people interpret change and decide what it means for their own work.
- Behaviour shift — An observable change in how people act, stated as a move from one habit to another.
- Leadership signal — A visible leader choice of time, attention or reward that shows what matters.
- Culture artefact — A symbol, ritual, story or routine that carries a group's shared assumptions.
- Psychological safety — A shared belief that people can raise doubts and ideas without fear of punishment.

Inspirational Leadership for Strategy and Culture Day by Day

Day 1: Purpose, Direction and the Inspiring Leader

- Purpose Statement Review — Whether the Direction Gives People a Reason to Care
- Strategic Choice Mapping — Which Priorities People Must Feel, Not Just Read
- Leader Credibility Self-Assessment — Where Words and Actions Currently Diverge
- Stakeholder Energy Mapping — Who Will Champion, Watch or Resist the Shift
- Personal Leadership Story — How Lived Experience Lends Weight to the Direction

Day 2: Reading the Culture That Carries Strategy

- Story and Symbol Inventory — What Current Artefacts Teach People About Success
- Routine and Meeting Audit — Which Habits Help or Block the New Direction
- Unwritten Rules Interviews — Hidden Assumptions Behind Everyday Decision Making
- Subculture Comparison — Where Units Differ and Why One Message Fails
- Culture Gap Statement — The Distance Between Present Habits and Strategic Needs

Day 3: Crafting the Strategic Narrative

- Narrative Arc Design — Turning Strategic Intent Into a Memorable Sequence
- Line-of-Sight Messages — How Each Role Contributes to Chosen Priorities
- Metaphor and Example Selection — Images That Travel Across Functions and Levels
- Two-Way Dialogue Formats — Town Halls, Listening Circles and Skip-Level Sessions
- Narrative Stress Test — Questions Sceptical Colleagues Will Ask First

Day 4: Signals, Rituals and Behaviour Shifts

- Values-to-Behaviour Translation — Defining From-To Shifts Managers Can Observe
- Leadership Signal Plan — Where Time, Attention and Recognition Will Go
- Ritual Redesign — Meetings and Celebrations That Reinforce the Direction
- Resistance Conversation Practice — Responding to Doubt With Curiosity and Respect
- Psychological Safety Practices — Inviting Challenge Without Losing Strategic Focus

Day 5: Practising the Strategy and Culture Shift Charter

- Narrative Delivery Rehearsal — Presenting the Story to a Mixed Peer Audience
- Behaviour Shift Prioritisation — Choosing Three Shifts With the Greatest Leverage
- Signal and Ritual Calendar — Sequencing Leadership Actions Across the First Quarter
- Uptake Indicators Selection — Stories, Pulse Questions and Behaviour Observations
- Strategy and Culture Shift Charter — Completing and Peer-Reviewing the Final Draft

Applying Inspirational Leadership for Strategy and Culture After the Course

- Hold a listening circle to test the strategic narrative and record the questions it provokes.
- Audit routines in one department and redesign one ritual to reinforce a chosen behaviour shift.

Inspirational Leadership for Strategy and Culture Questions FAQ

What is inspirational leadership for strategy and culture, and why does it matter now?

It is the practice of turning a strategic direction into shared meaning and everyday behaviour. It matters now because strategies shift often and people commit only when leaders explain and model them.

Which roles gain most from inspirational leadership for strategy and culture?

Heads of function, transformation sponsors and senior managers gain most. They carry strategic shifts to people and turn boardroom agreement into commitment.

How does inspirational leadership for strategy and culture differ from a strategic planning course?

A planning course builds the plan itself. This course starts once the direction exists and focuses on narrative, culture diagnosis and leadership signals.

What do you bring back from inspirational leadership for strategy and culture?

You bring back a draft charter linking strategic priorities to three behaviour shifts, a rehearsed strategic narrative and a calendar of leadership signals and rituals.

Inspirational Leadership for Strategy and Culture: The Way Forward

The Strategy and Culture Shift Charter first informs how a leadership team launches its next strategic priority. Executives, department heads and human resources partners use it to align messages, recognition and meeting habits. After its first quarter of use, the perspective worth revisiting is which leadership signals people actually noticed, and whether the chosen behaviour shifts still serve the strategy.