

Discover our new continuing education programs  
**Advanced Leadership Programme**

## Why this programme?

In today's fast-changing professional world, shaped by digital transformation, team diversity, economic uncertainty, and the rise of artificial intelligence, leadership skills have become an essential driver of performance and agility.

The Advanced Leadership Programme by Mentorama Léman has been designed to meet the real needs of today's executives, leaders, and decision-makers: to strengthen their posture, assert their vision, and refine their decision-making and management skills in a complex environment.

## Two modules to choose from

### Module 3 – Leadership & Management

Target audience: Professionals in managerial or decision-making roles (minimum 5 years of experience)

Objective: Develop operational leadership and master complex situations encountered in daily management

Key topics:

- How to effectively lead and manage a diverse team with varying expectations and skills?
- How to address and handle difficult or sensitive situations in daily management?
- How to deal with problematic or even toxic individuals within a group?
- How to assert leadership beyond hierarchical authority?
- How to delegate with credibility and in context?
- How to make decisions under uncertainty and with partial information?
- How to maintain a positive relationship with one's superior?
- How to conduct professional recruitment interviews?
- How to organise and lead motivating performance reviews?
- How to prepare and conduct a dismissal interview?
- How to leverage artificial intelligence in day-to-day management?

Format:

12 sessions – Fridays from 6:00 p.m. to 9:00 p.m., with an aperitif offered

### Module 4 – Vision & Strategy

Target audience: Executives, senior managers, and organisational leaders wishing to rethink their strategic vision and prepare for the future of their enterprise.

Objective: Develop a clear understanding of global challenges and refine long-term strategic decision-making skills.

Key topics:

- New strategic concepts for organisations in a VUCA world (volatile, uncertain, complex, and ambiguous)
- The impact of new technologies and artificial intelligence on professions and organisations
- Change as a source of innovation rather than resistance
- The challenges of digital marketing in an uncertain environment
- Customer experience as a key driver of value in high value-added services
- Supplier relationships and their growing impact on the value chain
- Managing non-health-related crises
- Coaching, mentoring, and consulting: how and why to integrate them into strategic planning
- Partnerships and alliances: beyond due diligence, adopting a human and strategic approach

**Format:** Thematic Saturdays, including a networking lunch

## Fee

Module 3: CHF 2,200 (VAT included) (12 sessions, total of 36 hours)

Module 4: CHF 800 (VAT included) (one full day, lunch included)

## Programme Highlights

- Agile and realistic training: content designed to fit the professional constraints of executives and managers
- Experiential learning: case studies, simulations, workshops, and practical feedback
- Interdisciplinary approach: integrating management, strategy, communication, and innovation
- Exclusive networking: exchange with peers from various sectors to broaden perspectives and professional contacts
- Expert facilitation: experienced instructors combining academic rigour and real-world expertise
- Immediately applicable tools: each session provides concrete practices and personalised action plans

## Trainers

### Philippe Laurent

PhD in Economics from HSG and EMBA in Technology Management at EPFL-HEC-UT Austin, former executive in the luxury industry, formerly Professor and Dean at UAS ARC, now professor at School of Management Fribourg, Webster University Geneva campus and GIHE Bulle campus, specializing in organizational development and human capital at an international scale.

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### Mauro Scascighini

An experienced trainer and learning designer, holder of an MBA in Business Administration, specializing in management, interpersonal communication, and change leadership. Bringing over 20 years of experience in leading projects and multicultural teams in Switzerland and abroad.

A polyglot, fluent in French, English, German, Swiss German, and Italian.

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