

Executive Diploma in Strategic Leadership, Brand Positioning & Business Execution

IIDCG Executive Education | Dubai / Hybrid | 120 Credits



DUBAI / HYBRID
20 WEEKS / 120 CREDITS



training@iidcg.com



www.iidcg.com



INTRODUCTION

Modern leadership is no longer defined only by management capability.

Today's effective leaders must be able to think strategically, position themselves and their ventures clearly, and execute initiatives with measurable outcomes.

Many experienced professionals possess deep knowledge and valuable experience — yet struggle to translate this into structured authority, trusted brand presence, and scalable business impact.

The Executive Diploma in Strategic Leadership, Brand Positioning & Business Execution provides a structured pathway for leaders to organise their expertise, clarify their professional positioning, and transform their knowledge into recognised initiatives, intellectual property, and commercial activity.

This is a practical executive programme focused not on theory, but on real implementation.

COURSE OVERVIEW

Participants are guided through a complete authority-to-execution framework — moving from identity clarity → strategic positioning → structured visibility → monetisable outcomes.

By completion, participants leave with a complete professional ecosystem ready for implementation.

Delivery Mode: Dubai / Hybrid

Programme Duration: 20-Week Guided Development

Implementation Period: Approximately 3–6 Months

Professional Access: 12-Month Institutional Access

Credit Value: 120 Executive CPD Credits



Programme Modules

The programme is delivered through a guided executive development framework progressing from identity clarity to long-term influence sustainability.

Module 1 — Strategic Leadership Foundations

Build clarity in direction, values, and leadership approach.

Participants develop:

- Leadership philosophy statement
- Decision-making framework
- Long-term strategic vision
- Professional positioning narrative
- Authority positioning statement

Outcome: Leader identity becomes structured and communicable.

Module 2 — Brand Positioning & Market Authority

Translate expertise into recognisable credibility.

Participants develop:

- Personal / professional brand architecture
- Expertise pillars & niche clarity
- Audience definition
- Authority messaging structure
- Trust-building communication approach

Outcome: Clear market positioning instead of generic presence.

Module 3 — Thought Leadership Development

Organise knowledge into structured intellectual contribution.

Participants develop:

- Signature framework / named methodology
- Educational content structure
- Knowledge mapping system
- Teaching & communication models
- Authority documentation structure

Outcome: Expertise becomes teachable and transferable.



Module 4 — Intellectual Property & Publication Framework

Convert expertise into documented assets.

Participants develop:

- Core knowledge blueprint
- Structured content framework
- Chapter-level intellectual structure
- Educational material architecture
- Long-term knowledge asset strategy

Outcome: Knowledge becomes permanent authority capital.

Module 5 — Business Execution Architecture

Turn positioning into real commercial activity.

Participants develop:

- Offer structuring framework
- Service/product alignment strategy
- Value communication model
- Client journey mapping
- Execution planning system

Outcome: Clear pathway from expertise → revenue.

Module 6 — Platform & Visibility Strategy

Establish credible presence without promotional dependency.

Participants develop:

- Professional platform structure
- Authority communication guidelines
- Visibility roadmap
- Collaboration strategy
- Reputation protection framework

Outcome: Controlled visibility with professional dignity.

Module 7 — Implementation & Growth Strategy

Build sustainable expansion beyond launch.

Participants develop:

- 12-month execution roadmap
- Scalable business model
- Expansion & partnership framework
- Long-term authority growth plan



Who Should Attend?

- Entrepreneurs & founders
- Business owners launching personal brands
- Professionals transitioning into consulting
- Experts turning knowledge into structured offerings
- Leaders preparing for public or industry recognition

Executive Outputs

Each participant graduates with a complete professional authority and business implementation portfolio:

- Strategic Leadership Positioning Document
- Brand Authority Framework
- Thought Leadership Structure
- Intellectual Property Blueprint
- Business Execution Plan
- Platform & Visibility Roadmap
- 12-Month Growth Strategy

Award & Recognition

Participants who complete the programme are awarded:

Executive Diploma in Strategic Leadership, Brand Positioning & Business Execution (IIDCG)

Top graduates may be considered for admission to the institute's professional fellowship designation (FIIDCG).

Programme Investment: USD 10,500

The program investment covers faculty-guided executive development, structured documentation creation, and implementation guidance throughout the engagement period.

Payment Terms: \$7500 upon registration

Balance \$3000 within 4 weeks.

