



# The Trinity General Management Programme

## Programme Overview

In an increasingly complex and fast-moving world, general managers must look beyond their technical expertise and functional remit to lead with agility, clarity, and purpose. Making the leap from operational excellence to enterprise leadership requires more than just business acumen, it demands a shift in mindset.

The Trinity General Management Programme is a four-day immersive learning experience designed to help experienced professionals broaden their leadership scope. It emphasizes developing self-awareness, fostering increased engagement and ownership among staff, and building the strategic capabilities needed to lead across teams, departments, and markets. The programme also helps leaders identify and work through personal barriers that may be hindering their success, enabling more authentic and effective leadership.

Whether you're stepping into your first general management role or preparing to take on wider responsibilities, this programme will equip you with the insights, tools, and confidence to lead with impact.

## Meet the Faculty



### Amanda Shantz

*Professor of Responsible Leadership, Trinity Business School*

Professor Shantz is an award-winning educator and internationally recognised expert in leadership and human resource management. Her research explores how leaders drive engagement, performance, and culture, with recent work focusing on organisational change, employee wellbeing, and strategic influence across functions.

## Who It's Designed For

This programme is ideal for mid- to senior-level professionals preparing to move beyond functional roles into enterprise-wide leadership positions. Typical participants include:

- ◆ Business unit managers or heads of department
- ◆ Senior functional managers (e.g. Marketing, Finance, HR, Operations)
- ◆ Project or programme managers leading cross-functional initiatives
- ◆ Professionals identified in succession planning pipelines
- ◆ Emerging entrepreneurs or family business successors preparing to scale

## Key Benefits

- ◆ **Self-Awareness and Growth:** Deepen your understanding of your leadership style and make progress toward becoming a more effective leader
- ◆ **Strategic Readiness:** Develop a broader strategic mindset to lead beyond your function
- ◆ **Leadership Transition:** Gain clarity and confidence as you step into general management
- ◆ **Integrated Perspective:** Understand how different parts of the business connect and influence performance
- ◆ **Real-World Application:** Apply insights and frameworks directly to your current role
- ◆ **Career Acceleration:** Build the leadership skills needed to progress to enterprise-level roles

## Learning Outcomes

This four-day programme is built around immersive learning and interactive discussions. You will explore essential themes such as:

- ◆ Managing performance and driving accountability
- ◆ Managing your team for engagement and high performance
- ◆ Building influence and presence, especially lateral influence
- ◆ Aligning stakeholders across functions and levels to support organizational strategy
- ◆ Convincing and motivating others laterally to move toward a shared agenda
- ◆ Ensuring cross-functional collaboration and strategic contribution among peers
- ◆ Making personal change to overcome barriers and unlock your leadership potential
- ◆ Developing effective communication skills to persuade and inspire
- ◆ Building trust and credibility to strengthen your leadership impact

## Schedule Details

**Date:** 24, 25, 26, 27 November 2025

**Time:** 9 am - 5 pm

**Format:** In-person

The General Management Programme is delivered over four consecutive days at Trinity Business School in Dublin. Each day includes expert-led sessions, real-world cases, and facilitated group exercises.

Designed for immediate impact, the programme ensures that participants return to work with practical tools and actionable insights they can apply right away.