STRATEGY, MANAGEMENT & BUSINESS INSTITUTE

892 OIC Highway, Brusubi, The Gambia

Executive Leadership, Strategic Governance & Performance Management

Executive Training Programme

1. About SMBI

The **Strategy, Management & Business Institute (SMBI)** is a professional executive education, capacity-building, and policy advisory institution committed to developing strategic leaders and strengthening institutional performance across the public and private sectors in The Gambia and beyond.

SMBI delivers **executive leadership programmes, management and professional training, organizational capacity building, strategic planning, corporate governance advisory, policy research, and management consulting** to equip leaders and institutions with the knowledge and skills needed to achieve sustainable growth and excellence.

2. Programme Overview

Today's leaders operate in an increasingly complex and interconnected environment where effective governance, strategic leadership, and institutional resilience are essential for sustainable success.

The **Executive Leadership, Strategic Governance & Performance Management** programme is designed to strengthen the leadership and management capabilities of senior decisionmakers. Through practical frameworks, executive discussions, case studies, and strategic simulations, participants will explore how to improve governance, enhance accountability, align institutional strategy with operational priorities, and drive sustainable organizational performance.

3. Training Objectives

At the end of this programme, participants will be able to:

- Strengthen strategic leadership and executive decision-making skills.
- Promote sound corporate governance and accountability.
- Improve organizational performance through effective leadership.
- Manage institutional risks and lead organizational change.
- Apply global best practices to strengthen institutional resilience.

4. Target Audience

This programme is designed for:

- Senior Government Officials
- Chief Executive Officers
- Board Members
- Directors and Senior Managers

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- Leaders of State-Owned Enterprises
- Development Partners and Multilateral Institutions

5. Training Themes

- Strategic & Adaptive Leadership
- Governance & Accountability
- Performance Management & Operational Excellence
- Risk Management & Operational Excellence
- Regional Compliance & Stakeholder Engagement

6. Distinguished Trainer



Alieu Badara Demba

Strategic Senior Policy Development Executive

Mr. Alieu Badara Demba brings over **30 years of international experience** in macroeconomic policy, institutional development, and organizational transformation. He has held senior leadership positions at the **International Monetary Fund (IMF)**, government institutions, and international organizations, leading major policy reforms and institutional strengthening initiatives. His expertise spans strategic leadership, corporate governance, policy development, and executive decision-making in complex environments.

7. Duration

3-Day Executive Programme

Time: 9:30 AM – 4:00 PM

8. Delivery Methodology

The programme combines:

- Executive Presentations
- Interactive Discussions
- Case Study Analysis
- Group Exercises
- Strategic Simulations
- Experience Sharing