



PROJECT DIFFUSION

NEXT LEVEL LEADERSHIP

From functional manager to senior leader

The intensive middle management to senior leadership programme.
Cross-pillar business capability for newly promoted leaders in scaling
SMEs.

6 days

In-person, across 12 weeks

3 blocks

Immersive 2-day blocks

15 places

Participants per cohort

€2,800

Per participant

**15% Skillnet Ireland
funding**

Subsidy available for the first 10 applicants — from €2,380 per
participant.



Delivered and certified by GreenTechHQ

Enniscorthy, Co. Wexford

WHY IT EXISTS

Senior leadership is a different job

Across scaling SMEs the same pattern repeats: high performers are promoted into senior leadership on the strength of their functional expertise — in operations, finance, sales, technology — and quickly hit the limits of that single-pillar view.

Senior leadership is not the next step up in a function. It requires the ability to read a P&L, sense a culture issue, weigh a technology investment, judge a customer strategy and assess a sustainability risk — often in the same week, and often in the same meeting.

WHO IT IS FOR

Built for the step up

Middle managers recently promoted, or about to be promoted, into a senior leadership role

Newly appointed department heads, functional leads or members of a senior management team

High-potential employees being prepared for succession in the next 6–12 months

Founders' direct reports taking on broader cross-functional responsibility

APPLIED LEARNING

Between the blocks

The intensive format is built around what happens between the in-person days. Participants don't simply attend — they apply.

01

Peer circles

Monthly leadership circles, facilitated by a senior practitioner

02

Application brief

A live workplace brief tied to each of the three blocks

03

Coaching

One-to-one leadership coaching touchpoints throughout

04

Curated content

Short async reading, calibrated to a senior workload

05

Impact presentation

A final leadership presentation in Block 3, marking certification

PROGRAMME STRUCTURE

Twelve weeks. Three intensive blocks.

BLOCK 01

The Senior Leader's Operating System

10–11 Nov 2026

DAY 1 AM

Strategy, Strategic Execution and Decision-Making

Decision-making under uncertainty; the business as one connected system.

DAY 1 PM

Finance and Commercial Awareness

For non-finance leaders: reading a P&L, balance sheet and cash flow.

DAY 2 AM

Leadership Identity

From doer, to manager, to senior leader. Listening and teamwork.

DAY 2 PM

Communication and Influence

Influential presentations, executive presence, conflict management.

PILLARS BUILT

- Strategy & decision-making
- Finance & commercial awareness
- Leadership & people

BLOCK 02

Running the Business

8–9 Dec 2026

DAY 3 AM

Operational Excellence

Productivity and process discipline, on-site with Adman Steel. Off-site, TBD.

DAY 3 PM

Marketing, Sales and the Commercial Engine

Customer experience, the role of AI, and the engine behind growth.

DAY 4 AM

Technology, AI and Digital Transformation

What senior leaders need to know to decide well and lead change.

DAY 4 PM

Design Thinking: From Challenge to Solution

A human-centred route from problem to workable solution.

PILLARS BUILT

- Operations & productivity
- Marketing & customer
- Technology, AI & digital
- Innovation & problem-solving

BLOCK 03

Future-Ready Leadership

19–20 Jan 2027

DAY 5 AM

Sustainability, ESG and the Modern Licence to Operate

Supply chain management and the Digital Product Passport (DPP).

DAY 5 PM

Governance, Risk and Organisational Responsibility

Shaping a resilient, sustainable long-term business.

DAY 6 FULL DAY

Leadership Impact Presentations

Applied learning from all three blocks, with an executive presence review.

PILLARS BUILT

- Sustainability & ESG
- Governance & responsibility

Programme outcomes

For participants

- Confidence operating at senior leadership level from day one
- Working fluency across every pillar of the business
- Better, faster, more commercial decisions
- Stronger leadership presence in board and executive meetings
- A personal network of peers, founders and senior leaders across the region

For sponsoring companies

- A noticeably more capable senior leader within 12 weeks
- Reduced founder and owner dependency
- Stronger leadership bench strength and succession pipeline
- Improved cross-functional alignment and execution
- Capability diffused beyond the individual, into the wider team

INVESTMENT & FUNDING

What it costs

Standard programme fee

€2,800

per participant

Skillnet Ireland funding

15%

subsidy available for the first 10 applicants

Net cost after funding

From €2,380

per participant, indicative

Accreditation

Certified by GreenTechHQ

on successful completion

Designed in the South East, for the South East

Project Diffusion is not a traditional management training course, and it is not an academic executive education programme. It is an intensive, business-led leadership programme built around the specific transition from middle manager to senior leader in a scaling SME.