



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, gain cross-functional insights, and build the strategic capabilities needed to lead across teams, departments, and markets.

Whether you're stepping into your first general management role or preparing to take on wider responsibilities, this programme will give you the frameworks, 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

- ◆ 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, case-based learning and interactive discussions. You will explore essential themes such as:

- ◆ Strategic decision-making in uncertain environments
- ◆ Financial acumen for non-financial managers
- ◆ Leading change across departments and teams
- ◆ Operational excellence and innovation
- ◆ Managing performance and driving accountability
- ◆ Building influence and aligning stakeholders

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 focuses on a core pillar of general management and 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.