



*Training Course:
Strategic Leadership in IPO Planning &
Execution*

*6 - 10 October 2025
Madrid (Spain)
Pestana CR7 Gran Vía*

Training Course: Strategic Leadership in IPO Planning & Execution

Training Course code: LS236115 From: 6 - 10 October 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 5500 € Euro

Introduction

This high-level executive training program is tailored specifically for Chief Executive Officers CEOs who are preparing to lead their organizations through an Initial Public Offering IPO. As the strategic leader and public face of the company, the CEO plays a pivotal role in IPO decision-making, investor confidence-building, and long-term positioning in the capital markets.

Through this program, CEOs will gain a clear, strategic understanding of the IPO journey—from evaluating IPO readiness to managing key stakeholders, regulatory bodies, investment banks, and shareholders. The course offers insight into high-stakes decision-making, governance structuring, and market timing strategies, ensuring the CEO can confidently lead this critical transformation.

Objectives

By the end of this strategic course, the CEO will be able to:

- Evaluate whether an IPO is the right path for organizational growth.
- Understand the CEO's critical leadership role throughout the IPO lifecycle.
- Build a high-impact IPO team and align board governance to regulatory expectations.
- Lead investor relations and roadshow strategies with clarity and confidence.
- Manage risks, compliance, and disclosure obligations post-IPO.
- Establish the organization's valuation, narrative, and market positioning.
- Oversee the timing, structure, and financial implications of IPO execution.

Methodology

This program uses a case-based, executive discussion approach, focusing on:

- Strategic case studies from global IPOs
- CEO role simulations and scenarios
- Executive briefings by subject matter experts
- Peer dialogue and confidential experience-sharing

Target Audience

- Chief Executive Officers CEOs
- Managing Directors planning IPOs
- Board Chairs and Vice Chairs involved in IPO decision-making
- Founders preparing for capital markets entry

Organizational Impact

- Clearer strategic direction regarding IPO viability and readiness
- Stronger leadership of the IPO team, legal, and financial advisors
- Enhanced investor confidence and market positioning
- Reduced risks through informed governance and compliance oversight
- Improved stakeholder communications during and after listing

Outline

Day 1 - IPO Decision at the Executive Level

- Why Go Public? Strategic Triggers for an IPO
- CEO's Role in Evaluating IPO Readiness
- Aligning IPO Strategy with Long-Term Vision
- Stakeholder Mapping: Board, Shareholders, Employees
- The CEO's Role in Storytelling and Market Confidence

Day 2 - Structuring the IPO Leadership Team

- Selecting Advisors: Investment Banks, Legal, PR
- Building the IPO Team: CEO's Oversight Responsibilities
- Governance: Aligning Board Structure for Public Company Readiness
- Legal and Financial Disclosures: What the CEO Must Know
- Managing Internal Culture and Change

Day 3 - Market Preparation and Investor Positioning

- Valuation Strategies and Market Expectations
- Role of Investor Relations and Public Messaging
- Roadshows: CEO as the Lead Communicator
- Managing Analyst Expectations and Financial Narratives
- Dealing with Media and Investor Scrutiny

Day 4 - Executing the IPO with Confidence

- Regulatory Approvals and Timing Strategy
- Underwriting and Pricing Models: What the CEO Must Approve
- Key Legal Milestones: Prospectus, Registration
- Managing Uncertainty: Contingency Planning
- Lessons from CEO-led IPO Case Studies

Day 5 - Life After the IPO

- CEO Responsibilities Post-IPO: Governance, Reporting, Compliance
- Building Credibility in Public Markets
- Managing Shareholder Expectations and Stock Performance
- Insider Trading, PDMRs, and Disclosure Obligations
- Sustaining Long-Term Value Post-IPO

Registration form on the Training Course: Strategic Leadership in IPO Planning & Execution

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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3 Oudai street, Aldouki,
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