



*Training Course:
Engineering Consultancy Training for CEOs*

*8 - 12 August 2027
Istanbul (Turkey)
DoubleTree by Hilton Istanbul Esentepe*

Training Course: Engineering Consultancy Training for CEOs

Training Course code: EN235113 From: 8 - 12 August 2027 Venue: Istanbul (Turkey) - DoubleTree by Hilton Istanbul Esentepe Training Course Fees: 6825 ₺ Euro

Introduction

Engineering consultancy at the executive level requires a strategic blend of technical insight, business leadership, and client-focused decision-making. CEOs in engineering firms must navigate complex projects, manage multidisciplinary teams, and drive sustainable growth while maintaining high standards of quality and innovation.

This program, designed by Global Horizon Training Center, equips CEOs and senior executives with the strategic, financial, and operational expertise required to lead engineering consultancy organizations effectively and enhance competitive advantage in global markets.

Course Objectives

By the end of this program, participants will be able to:

- Develop strategic vision and leadership for engineering consultancy firms
- Align consultancy services with market demands and client expectations
- Optimize business models and service delivery frameworks
- Strengthen financial management and profitability
- Manage large-scale projects and consultancy portfolios
- Build high-performing teams and organizational structures
- Enhance client relationships and business development strategies
- Drive innovation and sustainable growth in consultancy operations

Target Audience

This program is designed for:

- CEOs and Managing Directors of Engineering Consultancy Firms
- Senior Executives and Board Members
- Business Unit Leaders and General Managers
- Directors of Engineering and Technical Services
- Entrepreneurs and Owners in Engineering Consultancy Sector

Outline

Day 1: Strategic Leadership in Engineering Consultancy

- Role of CEOs in engineering consultancy firms
- Strategic vision, mission, and long-term planning
- Market positioning and competitive strategy
- Leadership styles and executive decision-making
- Governance and organizational structure

Day 2: Business Models and Financial Performance

- Consultancy business models and revenue streams
- Financial management and profitability analysis
- Cost control and pricing strategies
- Financial KPIs and performance measurement
- Investment and growth planning

Day 3: Project and Portfolio Management Excellence

- Managing large-scale engineering consultancy projects
- Portfolio management and prioritization
- Risk management in consultancy projects
- Quality assurance and delivery excellence
- Client satisfaction and service quality

Day 4: Business Development and Client Relationship Management

- Building and maintaining strategic client relationships
- Proposal development and contract negotiation
- Marketing and branding for consultancy firms
- Expanding into new markets and sectors
- Partnership and alliance strategies

Day 5: Innovation, Transformation, and Sustainable Growth

- Digital transformation in engineering consultancy
- Innovation and adoption of new technologies
- Talent management and leadership development
- Sustainability and ESG considerations
- Case studies and executive decision-making scenarios

Registration form on the Training Course: Engineering Consultancy Training for CEOs

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

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Full Name (Mr / Ms / Dr / Eng):
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Position:
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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