

# € TRAINING

Leadership with Creativity and Peak  
Performance



14 - 18 October 2024  
Casablanca (Morocco)  
New Hotel



# Leadership with Creativity and Peak Performance

REF: M11 DATE: 14 - 18 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program focuses on developing leaders who can harness creativity to drive peak performance within their teams and organizations. It equips leaders with the skills and mindset necessary to navigate complex challenges, unleash their creative potential, and lead with excellence.

## Program Objectives:

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

- Build a strong followership
- Command respect by all peers and followers
- Insight into their leadership style
- Articulate an understanding of what leadership means for in their business.
- Explain their leadership capabilities and areas for personal development.
- Develop strategies for creating a positive work environment that fosters leadership and a commitment to continuous improvement in others.

## Targeted Audience:

- Managers among all managerial levels.
- Supervisors.
- Team leaders.
- Employees who want to get leadership skills to develop their career.

## Program Outlines:

### Unit 1:

#### Creating and Implementing a Leadership Communication Strategy:

- The leader as a visionary.
- The power of creative vision.

- The leader's influence on culture.
- How a leader facilitates the path to a culture.
- Implementing a leadership communication approach.
- Models of best-run visionary companies.

## Unit 2:

### How Effective Leaders Control their "Inner Power":

- Guide to knowing your leadership strengths.
- How leaders use their emotional intelligence.
- Understanding the leaders base of power.
- Understanding "Spiritual Capital".
- Leaders influence people - employees, peers, and senior managers.
- Managing your body and mind effectively.

## Unit 3:

### How a Leader Develops People:

- Secrets to involve others.
- Best practices of effective mentors and coaches.
- The motivating leader.
- The need for achievement, power and affiliation.
- Expectancy theory and motivation.
- How a leader creates an environment for self-motivation.

## Unit 4:

### How to Use Resources More Efficiently:

- Best practices to effectively delegate.
- The benefits of delegation.
- The barriers to delegation.

- Delegation VS Empowerment.
- Creating the environment for empowerment.
- Using goal setting, time management, planning and prioritizing.

## Unit 5:

### How a Leader Builds an Innovative Culture:

- The leader as a creative thinker.
- Building a culture of innovation and new ideas.
- Challenging self-imposed assumptions.
- Putting best practices into practice.
- Guide to Build a personal leadership plan.