

€ TRAINING

Fundamentals of Successful Leadership



16 - 20 December 2024
Casablanca (Morocco)
New Hotel



Fundamentals of Successful Leadership

REF: M2373 DATE: 16 - 20 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

Introduction:

This training program is designed to equip participants with essential skills for navigating the dynamic landscape of communication, innovation, and vision within organizations. By mastering these fundamentals, participants will be empowered to lead teams, spark creativity, and propel their organizations towards sustainable growth and innovation.

Program Objectives:

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

- Master strategic communication techniques to effectively convey ideas and messages.
- Foster an environment conducive to innovation, encouraging creativity and problem-solving.
- Articulate a compelling vision that inspires and motivates others to action.
- Lead teams with clarity and purpose, driving collaboration and achieving shared objectives.
- Navigate challenges and changes with confidence, adapting strategies as needed to ensure success.

Targeted Audience:

- Professionals at all levels seeking to enhance their communication, innovation, and leadership skills.
- Managers and team leaders looking to foster innovation within their teams.
- Entrepreneurs and business owners interested in developing a visionary approach to business strategy.
- Employees who want to improve their personal and professional communication skills.

Program Outlines:

Unit 1:

Effective Communication:

- Introduction to effective communication.
- Verbal and non-verbal communication.
- Active listening and empathy.

- Overcoming communication barriers.
- Practical exercises and role-playing.

Unit 2:

Innovation Techniques:

- Understanding the innovation process.
- Brainstorming and idea generation.
- Design thinking principles.
- Implementing innovation in the workplace.
- Case studies and group activities.

Unit 3:

Visionary Leadership

- Defining a clear vision.
- Communicating a compelling vision.
- Leading with purpose and inspiration.
- Building a visionary team.
- Leadership styles and self-assessment.

Unit 4:

Practical Application:

- Integrating communication, innovation, and vision.
- Developing an action plan.
- Implementing strategies for change.
- Handling resistance and setbacks.
- Discussions and real-world scenarios.

Unit 5:

Presentation:

- Presentation skills and public speaking.
- Body Language Mastery.
- Engaging Storytelling Techniques.
- Audience Interaction Strategies.