

# € TRAINING

Foundations of Business Leadership



27 - 31 May 2024  
Casablanca (Morocco)  
New Hotel



# Foundations of Business Leadership

REF: M2025 DATE: 27 - 31 May 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program provides participants with essential skills and knowledge to excel in leadership roles within the business world. Through a combination of theoretical frameworks and practical exercises, participants develop a deep understanding of key leadership principles, effective communication strategies, and decision-making processes.

## Program Objectives:

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

- Understand the foundations of modern leadership and the difference between management and leadership.
- Learn about the most effective leadership theories in the twenty-first century.
- Acquire practical application of the six leadership roles of the effective leader □ Gaining knowledge by examining realistic practical experiences, models and tools from the reality of leaders who made a significant change in their institutions.
- Get Practical practice of the theory of discontinued leadership as the best leadership theory ever in the world.
- Apply the skills of an effective leader motivation, understanding others and communication, influencing, power and influence, managing a team, leading change.
- Conduct the leadership style analysis test based on the DISC theory.
- Evaluate the pillars of institutional work and development plan through 120 standards.

## Targeted Audience:

- Directors of public administrations.
- Executives.
- Heads of main departments and branches.
- Team and committee leaders.
- Second class leaders.

## Program Outline:

## Unit 1:

### Building an effective leadership mindset:

- Learn the basic concepts of effective leadership.
- The essential differences between leadership and management.
- The main characteristics of an effective leader.
- The Four Leadership Abilities of the Model Leader Abilities of the Manager of the Century, Jack Welch.
- Non-delegable core leadership roles. "Analysis of Leadership Style" Model D.

## Unit 2:

### An overview of the most prominent leadership theories:

- Situational leadership.
- Transformational Leadership.
- Leadership style theory.
- Leadership behavior theory.

## Unit 3:

### Situational Leadership Practical Practices:

- Why focus on situational leadership, and how everything that precedes and follows flows into the theory of the situational leader.
- The four types of followers according to the situational leadership theory, and the way to deal with each style.
- The four styles of situational leaders and the roles of each style, and how to navigate between the styles.
- 16 practical case and method of effective situational behavior of the leader.

## Unit 4:

### Development of Leadership Skills part 1:

- Situational team management skills.
- Orientation skills.
- Motivation skills.

- Delegation skills.

## Unit 5:

### Development of Leadership Skills part 2:

- Decision-making skills.
- Change leadership skills.
- Case Study.