

# € TRAINING

Management and Leadership Development



28 October -  
8 November 2024  
Casablanca (Morocco)  
New Hotel



# Management and Leadership Development

REF: M106 DATE: 28 October - 8 November 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction:

This training program is an intensive program designed to cultivate the skills and competencies necessary for effective leadership within organizational contexts. It aims to empower individuals to lead with confidence, drive organizational success, and foster a culture of continuous improvement and innovation.

## Program Objectives:

At the end of this course the participants will be able to:

- Effectively lead diverse teams by leveraging advanced management and leadership strategies.
- Navigate complex organizational challenges with confidence and strategic insight.
- Foster a culture of innovation, collaboration, and continuous improvement within their teams and across the organization.
- Inspire and motivate team members to achieve their full potential and drive high performance.
- Implement actionable plans for personal and professional growth, setting a path for long-term success in leadership roles.

## Targeted Audience:

- Junior Managers seeking to transition into leadership roles and develop essential management skills.
- Mid-Level Executives and Professionals aiming to strengthen their leadership abilities and advance their careers within their organizations.
- Aspiring Leaders who aspire to lead teams or departments and are looking to acquire the necessary knowledge and skills.
- Seasoned Managers: Experienced leaders interested in refining their management techniques and staying updated on contemporary leadership practices.
- Organizational Leaders who are responsible for talent development and succession planning within their companies, seeking to groom future leaders through structured training programs.

## Program Outlines:

### Unit 1:

#### Introduction to Emotional Intelligence:

- Understanding emotional intelligence & its components.
- Significance of EQ to effective leadership.
- Importance of perception.
- Attitudes & behavior of leaders.
- Consequences of low EQ to personal effectiveness.
- Removing emotional blind spots.

## Unit 2:

### Psychology of Leadership:

- Theories of leadership.
- Importance of self-concept.
- Understanding personality styles.
- Optimizing our personality strengths.
- Adaptability in dealing with different personalities.
- Task versus relationship-oriented leadership.

## Unit 3:

### Apply Psychology in Leading in An Emotionally Intelligent Way:

- Enhancing self-awareness.
- Empathy: Increase your level of social awareness.
- Delegating tasks and responsibilities.
- Influencing and inspiring people.
- Identifying personality disorders.
- Managing difficult behavior & poor performance.

## Unit 4:

### Building an Emotionally Intelligent Team-based on Psychological Principles:

- Importance of EQ to team effectiveness.

- Motivating a high-performance team.
- Building unified teams.
- EQ for building trusting relationships.
- Conflict resolution for promoting consensus & collaboration.
- Increase the EQ of your teams & entire organization.

## Unit 5:

### Communication For Successful Leadership:

- Giving & receiving feedback.
- Psychology of persuasion.
- Creating an inspiring vision.
- Solving people's problems at work.
- Non-alienation for high EQ leadership.
- Developing leadership integrity.

## Unit 6:

### The Strategic Planning Process:

- Achieving a competitive advantage by developing flexibility.
- Intelligence gathering for SWOT analysis.
- Formulating strategy and managing change.

## Unit 7:

### The Strategic Planning Process:

- Mission statement, preparing for the future.
- Market analysis and contingency planning.
- Transforming the organization; strategy implementation and monitoring.

## Unit 8:

### Assessing The Current State of The Organization:

- Leadership and strategic planning with customer and market focus.
- Measurement, analysis, and knowledge management.
- Human resources and process management for business results.

### Unit 9:

#### Avoiding The Pitfalls Of Strategic Planning:

- Lack of vision, captured by the pastor lured into complacency by success.
- Inability to evaluate fresh ideas, denying the truth, and thinking inside the box.
- Strategic drift.

### Unit 10:

#### Personal Strategic Planning:

- Personal goal setting, creating a personal strategic plan.
- Developing inspiration and gathering support.
- Overcoming adversity by leveraging your skills and building on success.