

# € TRAINING

Strategic Leadership for Entrepreneurial  
Success



30 September -  
11 October 2024  
Casablanca (Morocco)  
New Hotel



# Strategic Leadership for Entrepreneurial Success

REF: M1567 DATE: 30 September - 11 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 6265 Euro

## Introduction:

This training program equips participants with the essential skills to navigate the dynamic landscape of entrepreneurship and business management. Through a blend of creative and analytical thinking approaches, participants learn to innovate, problem-solve, and set strategic priorities to drive business growth and success.

## Program Objectives:

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

- Apply emotional intelligence skills to drive personal and professional development and maintain progress in their work, enhancing leadership abilities by fostering innovative thinking, and acquiring both personal and professional skills necessary for entrepreneurship.
- Excel in creative and analytical thinking approaches to achieve a balance in cognitive abilities, utilizing various approaches to creative thinking for effective problem-solving, and demonstrating proficiency in analytical thinking methods.
- Study different types of administrative excellence and their functional relationship with career creativity concepts, preparing for organizational leadership roles across diverse fields, and developing practical skills, theoretical knowledge, and resilience to handle various sources of stress scientifically.
- Adapt to the fast-paced business environment and effectively prioritize tasks to achieve goals.

## Targeted Audience:

- Department managers and holders of administrative, executive, and advisory positions.
- Department heads, supervisors, and those of their level.
- Employees who want to gain one of the most important skills to develop their career.

## Program Outlines:

### Unit 1:

#### Creative thinking and its impact on entrepreneurship:

- Fundamentals of innovative thinking and its impact on creativity.
- The relationship between innovation and information.
- Features of creative people and innovators and their impact on entrepreneurship.

## Unit 2:

### The relationship between management and leadership and how to differentiate between them?

- Measurement concepts available between the need for management versus the need for leadership.
- What are the criteria for the outstanding self-performance of a winning leader? How to acquire it?
- One of the characteristics of leaders in the innovative ability to manipulate minds and ideas.

## Unit 3:

### Methods of analytical thinking and its impact on career creativity:

- Analytical thinking as a component of coordination thinking.
- Analytical thinking in decision-making models and stages of the scientific method.
- Classification of methods of developing analytical thinking.
- The analytical method versus the regenerative method.
- Analytical method versus synthetic method.

## Unit 4:

### Analytical thinking and its relationship to critical thinking:

- Analytical thinking and its relationship to the two types of divergent and convergent thinking.
- The locus of analytical thinking in successive models of creative solving for the problem.
- The locus of analytical thinking in collaborative models of creative solving for the problem.
- Analytical thinking in decision-making models and stages of the scientific method.

## Unit 5:

### Mental skills of innovative leaders:

- How to achieve distinguished and innovative management in an accelerated world of events.
- Leading the administrative process effectively and efficiently.
- Delegating authority as a governing skill of the effective leader.
- Foundations of innovative thinking and its application in business fields.

- Deep specialization in studying psychological cases of private leaders.

## Unit 6:

### Comparing general types thinking to the nature of creative thinking:

- Adapt to leadership behavior.
- Adapt to Work under stress.
- Adapt to Directing others and teams.

## Unit 7:

### Organizational skills of functional leaders:

- Knowing and mastering management thinking skills.
- The concept of decision-making ability and its relationship to management thinking.
- Developing strategic plans for leaders.
- Systematic planning for the executive stages.
- Professional delegation skills and the nature of giving administrative orders.
- The importance of setting physical goals and procedural plans for employees.

## Unit 8:

### Emotional intelligence in entrepreneurship:

- The concept and principles of emotional intelligence.
- Levels of emotional intelligence and their impact on entrepreneurship.
- Empathy and its effect on criteria for personality disorder or validity.
- Applying effective methods in adopting positive and innovative thinking.
- Applying of psychoanalysis in leadership by emotional intelligence method.
- The use of emotional intelligence in directing work teams.
- Creative sense skills and their reflection on successful leadership.

## Unit 9:

### How time affects the process of innovation and creativity:

- Creative and innovative time.
- Conducive climate for innovation and creativity.
- Idea stimuli at any time.
- Idea stimuli related to time.
- Time to convince others of the idea.

## Unit 10:

### Excellence in managing priorities:

- Managing priorities as a key factor for effectiveness and quality.
- The concept of stress and its impact on us and how to deal with it.
- The methodology of managing values for the purpose of managing priorities.
- Practical and skillful methods of managing priorities and overcoming daily pressures.
- Equation of goals and smart goals model.