

# € TRAINING

Organizational Leadership



19 - 23 August 2024  
Casablanca (Morocco)  
New Hotel



# Organizational Leadership

REF: M2095 DATE: 19 - 23 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

The Organizational Leadership training program is a comprehensive initiative designed to equip participants with the essential skills and knowledge to effectively lead teams and drive organizational success. Through a combination of theoretical insights, practical exercises, and experiential learning activities, participants develop competencies in strategic decision-making, team building, communication, and change management.

## Program Objectives:

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

- Explain leadership in the context of organizations.
- Gain a thorough understanding of workplace organizational motivation.
- Create an internal and external organizational communication plan.
- Create a strategy for high-performance teams to achieve the best results for the organization.
- Understand the role that leadership plays in maintaining an engaged organizational culture.

## Targeted Audience:

- Executives and Senior Managers seeking to enhance their leadership skills.
- Mid-level Managers aspiring to advance their leadership capabilities.
- Team Leaders aiming to develop their leadership potential.
- Human Resource Professionals involved in leadership development initiatives.
- Employees interested in mastering essential leadership principles and practices for organizational success.

## Program Outline:

### Unit 1:

#### Leadership and Organizational Behavior:

- Defining organizational leadership.

- Understanding organizational behavior.
- Trends and changes.
- People at work: individual differences and perceptions.
- The power of perception.
- Attitudes and behaviors.
- Organizational leadership and ethical standards.

## Unit 2:

### Leadership and Organizational Motivation:

- Organizational motivation - from theory to practice.
- Leading towards a motivated work environment.
- Motivation through job design.
- Motivation through goal setting.
- Motivation through performance appraisals.
- Motivation success measures.

## Unit 3:

### Leadership and Organizational Communication:

- Defining organizational communication.
- The strategy behind organizational communication.
- Barriers to organizational communication.
- Overcoming those barriers.
- Communication success measures.
- The importance of communicating change.

## Unit 4:

### Leadership and Organizational Teams:

- The individual contributor versus the team player.

- High-performing organizational teams.
- Leading teams within an organization.
- Behavioral approaches to team leadership.
- The role of the context.
- Performance success measures.

## Unit 5:

### Leadership and Organizational Culture:

- The power of organizational culture.
- Characteristics of an engaged organizational culture.
- Building and sustaining the right organizational culture.
- Elements of a change communication plan.
- Dos and don'ts when communicating change.
- Culture success measures.