

# € TRAINING

Entrepreneurship and Leadership Skills



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



# Entrepreneurship and Leadership Skills

REF: M2114 DATE: 30 September - 4 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

The Entrepreneurship and Leadership Skills training program is designed to equip participants with the essential abilities to thrive in dynamic business environments. By combining elements of entrepreneurship and leadership, the program aims to empower individuals with the necessary skills to innovate, lead, and drive success.

## Program Objectives:

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

- Develop visionary goal-setting abilities.
- Enhance strategic planning and execution skills.
- Foster effective team building and collaboration techniques.
- Refine communication skills for leadership effectiveness.
- Cultivate an entrepreneurial mindset and leadership style.

## Targeted Audience:

- Aspiring Entrepreneurs.
- Small Business Owners.
- Startup Founders.
- Mid-level Managers.
- Corporate Leaders.

## Program Outline:

### Unit 1:

#### Entrepreneurial management and ethical leadership:

- Discussion and understanding of necessary skills required for a successful entrepreneur/ intrapreneur.
- The ability to deal with uncertainties, paradoxes and the capacity to act as "ambidextrous".
- The fundamental aspects of personal integrity, social responsibility, and ethical decision-making process

closed associated to sustainable strategies for organisational growth process.

## Unit 2:

### International business decision making:

- Appreciation of the complexity of international business enterprise decisions.
- Demonstration of how practical business decision solutions can be reached.
- A framework for understanding the key issues that need to be addressed by business managers in an increasingly international environment will be provided and students will be taught to explore the nature of international business.

## Unit 3:

### Creating and re-creating corporate entrepreneurial culture:

- The organisational change or corporate culture change process: From inertia and sometimes bureaucratic culture towards a creative, entrepreneurial corporate culture.
- Case studies of large organisations are discussed among participants in the light of corporate culture change theoretical models/framework derived from real stories in the business global business.
- The impact of national culture differences on organisational change are highlighted in this model.
- Building Diverse and Inclusive Teams.
- Fostering a Culture of Trust and Respect.
- Leveraging Individual Strengths.

## Unit 4:

### Visionary Goal Setting:

- Identifying Long-term Objectives.
- Crafting Clear and Inspiring Goals.
- Establishing Milestones for Progress.
- Aligning Goals with Organizational Vision.
- Monitoring and Adjusting Strategies.
- Celebrating Achievements.

## Unit 5:

### Entrepreneurial Culture:

- Encouraging Creativity and Innovation.
- Embracing Risk-taking and Experimentation.
- Cultivating a Growth Mindset.
- Promoting Autonomy and Ownership.
- Fostering Collaboration and Cross-functional Teams.
- Celebrating Successes and Learning from Failures.