

# € TRAINING

Inspirational Leadership: Strategy, Culture  
and Change



13 - 17 May 2024  
Casablanca (Morocco)  
New Hotel



# Inspirational Leadership: Strategy, Culture and Change

REF: ST74 DATE: 13 - 17 May 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

Inspirational leadership is a highly creative and intrinsically interpersonal activity to which people positively respond. As a leadership style, it demands that leaders employ their strengths with effect, where behaviors and values are paramount and where trust is established. This structured program seeks to explore the personal traits that make leaders inspirational in the context of their organization's strategy and culture. It offers a learning experience in which tools and techniques are employed to build leadership capability and a strategic response to the challenges of the role.

## Course Objectives:

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

- Build an organizational vision direction and purpose
- Evaluate the impact of the wider environment of strategy
- Determine the key features of their organizational culture to determine if it is supportive of the organization direction
- Identify opportunities to innovate in the organization
- Build a compelling message for those they lead
- Understand organizational culture and how it impacts performance
- Improve the interpersonal relationships
- Identify the behaviors which build trust and influence
- Establish a "grounded" change management plan to meet the needs of the global environment

## Targeted Audience:

- Head of Departments
- Managers
- Supervisors
- Team Leaders
- HR Staff
- Persons who want to gain great leadership skills to improve their career

## Course Outlines:

### Unit 1: Leading The Strategic Vision:

- Building an organizational vision
- Behaviors, values, and stakeholder for support the vision
- The leadership qualities that will deliver the vision
- Two fundamental questions on leadership
- Inspiring others
- My leadership challenge

### Unit 2: Strategy and the Organisation:

- How does the global environmental impact on our business?
- Current status: SWOT analysis
- The strategy does it support and the vision Porters 5 forces on strategy: impact and outcomes
- Customer drive strategy. Do we meet their needs?
- Future projections of need and planning
- Strategy tree: ensuring alignment

### Unit 3: Inspirational Leadership and Culture:

- The shadow of the leader
- How leaders impact the culture and climate of an organization
- Organizational culture what is it and why so important?
- Using McKinsey's 7 s tool to analyze the organization
- What features can I identify in my organizational culture?
- Does our culture support the vision and strategy?
- Identify areas for potential change

### Unit 4: Generating Momentum and Leading Change:

- Leading strategic and cultural change
- Models of change
- Planning for change: Kotter's Eight Stage model
- Gaining support
- Overcoming resistance
- Addressing individual resistance. Winning hearts and minds

### Unit 5: Inspirational Leadership: Future Action and Intent:

- The anatomy of leadership
- Inspiring by creating meaning: building a compelling vision
- Inspiring through communication: elevator speech
- Inspiring through trust
- Inspiring by engaging your people
- Action planning and review