

# € TRAINING

Mastering Leadership and Management



16 - 20 September 2024  
Casablanca (Morocco)  
New Hotel



# Mastering Leadership and Management

REF: M120 DATE: 16 - 20 September 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

The Mastering Leadership and Management training program is a comprehensive course designed to equip participants with advanced skills in both leadership and management. Through a combination of theoretical instruction, practical exercises, and real-world case studies, participants develop the expertise and confidence needed to excel as leaders and managers in today's dynamic business environment.

## Program Objectives:

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

- Recognize the distinctions between management and leadership skills.
- Enhance their confidence and proficiency in fulfilling their role's requirements.
- Understand how to motivate, influence, and effectively communicate with diverse individuals and teams.
- Demonstrate proficiency in essential aspects of authentic leadership, including building trust, articulating vision, fostering respect, and engaging in effective interpersonal communication.
- Possess the skills necessary to organize, motivate, and inspire work teams to operate with greater effectiveness.

## Targeted Audience:

- Senior Leaders.
- Aspiring Leaders.
- Senior Manager.
- Middle Managers looking to increase their skill-set.
- Team Leaders and Workplace Leaders.
- HR Professionals and Senior Technical Heads.
- Project Managers.

## Program Outlines:

### Unit 1:

## Leadership Fundamentals:

- Understanding leadership styles.
- Developing emotional intelligence.
- Fostering effective communication.
- Building trust and rapport.
- Motivating and inspiring teams.
- Leading by example.

## Unit 2:

### Strategic Management:

- Strategic thinking and planning.
- Analyzing market trends and competition.
- Setting organizational goals and objectives.
- Implementing change and innovation.
- Aligning strategy with organizational vision.
- Evaluating and adapting to emerging challenges.

## Unit 3:

### Team Dynamics and Collaboration:

- Building high-performing teams.
- Facilitating effective teamwork.
- Resolving conflicts and managing disagreements.
- Promoting diversity and inclusion.
- Empowering team members.
- Leveraging strengths and mitigating weaknesses.

## Unit 4:

### Performance Optimization:

- Setting performance targets and metrics.
- Providing constructive feedback and coaching.
- Recognizing and rewarding achievements.
- Developing talent and succession planning.
- Monitoring and optimizing processes.
- Driving continuous improvement initiatives.

## Unit 5:

### Organizational Leadership:

- Creating a culture of accountability.
- Leading through change and uncertainty.
- Managing stakeholders and external relationships.
- Upholding ethical standards and corporate governance.
- Promoting sustainability and social responsibility.
- Navigating complex organizational dynamics.