

# € TRAINING

Developing Professional Skills



12 - 16 August 2024  
Casablanca (Morocco)  
New Hotel



## Developing Professional Skills

REF: M1308 DATE: 12 - 16 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

### Introduction:

This training program is designed to equip participants with the essential abilities to lead effectively, inspire innovation, and foster entrepreneurial thinking. Through a combination of theoretical knowledge and practical skills development, participants learn to cultivate creativity, motivate teams, and navigate the complexities of modern business environments.

### Program Objectives:

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

- Develop leadership skills and inject passion to motivate people, fostering a culture of innovation within the organization.
- Encourage thinking outside the box and cultivate creativity while managing it effectively to drive enterprise growth.
- Gain a better understanding of leading others towards innovation and deepen personal insights on cultivating creativity within the organization.
- Enhance the ability to motivate employees, increase productivity, and build group cohesion and rapport.
- Improve leadership skills, develop confidence in interpersonal dealings, and apply emotional intelligence to understand others better.
- Utilize knowledge of behavior styles to enhance leadership effectiveness and encourage innovative abilities, aiding in the development of effective change management strategies.

### Targeted Audience:

- Aspiring entrepreneurs seeking to develop their leadership abilities and innovative thinking to establish and grow successful ventures.
- Established business leaders aiming to refine their leadership skills and foster a culture of innovation within their organizations.
- Professionals seeking to enhance their entrepreneurial mindset and adaptability in the rapidly changing business landscape.
- Organizations looking to invest in the development of their employees' leadership, innovation, and entrepreneurial competencies to drive growth and competitiveness.

### Program Outlines:

## Unit 1:

### Successful Leadership Styles:

- Inspirational leadership.
- Power of Influence.
- Understanding and developing others.
- Proactive Leadership.
- Delegation as a leadership style
- Motivational leadership.

## Unit 2:

### Driving Radical Innovation:

- Lateral thinking.
- Systemic innovation.
- Leveraging the power of diversity.
- Cultivating creativity.
- Managing change creatively.
- Implementing innovation.

## Unit 3:

### Entrepreneurial Leadership:

- Optimizing your personal leadership strengths.
- Becoming an environmental change agent.
- Developing personal empowerment.
- Using transformational vocabulary.
- Maximizing essential communication principles.
- Understanding the 3 major levels of communication.

## Unit 4:

### Accountable Communication:

- What is accountability?
- Improving personal credibility.
- Leading with integrity.
- Sharpen your communication skills.
- Listening with the heart.
- Inspiring and guiding the team.

### Unit 5:

#### Developing Emotionally Intelligent Organizations:

- Building bonds.
- Cooperation & team building.
- Forging emotionally intelligent teams.
- Resolving conflicts using emotional intelligence.
- Organizational awareness.
- Leading emotionally intelligent organizations.