

€ TRAINING

Leading Organizational Excellence From
Vision to Action



4 - 8 August 2025
Casablanca (Morocco)



Leading Organizational Excellence From Vision to Action

REF: M2347 DATE: 4 - 8 August 2025 Venue: Casablanca (Morocco) - Fee: 3685 Euro

Introduction:

This training program is designed to equip participants with the skills, knowledge, and strategies necessary to steer their organizations toward excellence. Through it, they will gain a deep understanding of how to create a shared vision, align resources, and inspire teams to achieve exceptional results.

Program Objectives:

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

- Understand visionary leadership and craft a compelling vision.
- Implement strategic alignment for organizational excellence.
- Apply change management principles effectively.
- Enhance leadership communication for performance measurement and problem-solving.
- Foster sustainability and adaptability within the organization.
- Utilize organizational excellence models for decision-making and continuous improvement.

Targeted Audience:

- Current Leaders and Managers.
- Aspiring Leaders.
- Entrepreneurs.
- Change Agents.

Program Outlines:

Unit 1:

Foundations of Visionary Leadership:

- Understanding Visionary Leadership.
- The Role of Leadership in Organizational Excellence.
- Creating a Compelling Vision.

- Building Leadership Credibility and Trust.
- Inspiring Innovation and Forward-Thinking.

Unit 2:

Strategic Alignment:

- Aligning Resources with the Vision.
- Strategic Planning for Excellence.
- Developing a Strategic Roadmap.
- Prioritizing Initiatives for Maximum Impact.
- Ensuring Organizational Alignment with Vision and Strategy.

Unit 3:

Excellence Models and Frameworks:

- Exploring Excellence Models Baldrige, EFQM.
- Adapting Models to Organizational Context.
- Benchmarking for Improvement.
- Integrating Excellence Models into Daily Operations.
- Assessing Organizational Readiness for Excellence.

Unit 4:

Change Management and Communication:

- Leading Organizational Change.
- Effective Communication for Leadership.
- Inspiring and Engaging Teams.
- Overcoming Resistance to Change.
- Managing Change Through Empowerment and Collaboration.

Unit 5:



Performance Measurement and Sustainability:

- Establishing Key Performance Indicators KPIs.
- Problem-Solving and Decision-Making for Excellence.
- Sustaining Excellence and Adaptability.
- Continuously Improving Performance Metrics.
- Embedding a Culture of Sustainability and Continuous Growth.