

# € TRAINING

Mastering Leadership and Management



28 April - 2 May 2025  
Casablanca (Morocco)



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REF: M120 DATE: 28 April - 2 May 2025 Venue: Casablanca (Morocco) - Fee: 3685 Euro

## Introduction:

This training program is designed to equip participants with the strategic skills needed to lead and manage effectively in today's complex and rapidly changing business environment. With a focus on advanced leadership techniques, strategic management principles, and organizational dynamics, participants will gain the knowledge and confidence to lead their organizations to success.

## Program Objectives:

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

- Differentiate and integrate advanced leadership and management principles to drive organizational success.
- Implement strategic thinking and planning skills to navigate complex challenges and capitalize on opportunities.
- Lead high-performing teams by fostering collaboration, resolving conflicts, and optimizing team strengths.
- Optimize organizational performance through advanced feedback techniques, talent development, and continuous improvement.
- Lead through change, maintain ethical leadership, and uphold corporate governance in dynamic environments.

## Targeted Audience:

- Senior Leaders and Executives.
- Aspiring Leaders looking to advance into executive roles.
- Senior Managers.
- Middle Managers seeking to transition to strategic roles.
- HR Directors and Senior Technical Leaders.
- Project Directors and Program Managers.

## Program Outline:

Unit 1:

## Advanced Leadership Techniques:

- Exploring leadership styles for different business contexts.
- Advanced emotional intelligence techniques for influencing others.
- Mastering strategic communication to inspire and motivate teams.
- Developing trust and rapport in high-stakes environments.
- Utilizing advanced motivational techniques to unlock team potential.
- Leveraging leadership presence and influence in decision-making.

## Unit 2:

### Strategic Management and Planning:

- Formulating and executing advanced strategic plans aligned with organizational goals.
- Methods of market analysis and competitive positioning for long-term growth.
- Strategic alignment: Translating vision into actionable goals.
- Innovation management: Leading innovation in disruptive markets.
- Change management frameworks: Guiding organizations through uncertainty.
- Risk management and strategic adaptation to emerging challenges.

## Unit 3:

### High-Performance Team Dynamics and Collaboration:

- Leading diverse, cross-functional teams to achieve organizational objectives.
- Advanced collaboration techniques to drive team efficiency.
- Conflict resolution methodologies for complex team dynamics.
- Fostering a culture of inclusion and leveraging diversity for innovation.
- Empowering team members through trust and shared leadership.
- Leading global teams: Cross-cultural dynamics and communication strategies.

## Unit 4:

### Performance Optimization and Talent Development:

- Establishing advanced performance metrics and accountability frameworks.
- Mastering feedback techniques to drive individual and team performance.
- Importance of coaching senior team members and developing leadership talent.
- Advanced succession planning and leadership pipeline development.
- Implementing continuous improvement initiatives to optimize processes.
- Rewarding high performance while managing underperformance constructively.

## Unit 5:

### Organizational Leadership and Ethical Governance:

- Creating an organizational culture of accountability and ethical behavior.
- Leading organizations through times of uncertainty and change.
- Importance of managing complex stakeholder relationships and external partnerships.
- Ensuring compliance with corporate governance and regulatory requirements.
- Promoting sustainability, social responsibility, and ethical leadership.
- Navigating organizational politics and influencing decision-makers.