



Leadership, Influence & Trust - Creating Professional Strategies



29 June - 3 July 2025



Casablanca (Morocco)

# Leadership, Influence & Trust - Creating Professional Strategies

course code: M1006 From: 29 June - 3 July 2025 Venue: Casablanca (Morocco) - course Fees: 3700 Euro

## The Course

What do we mean by leadership? Where does influence fit in? What are some of the “best practices” in leadership over time and how do they apply to modern business today?

***“Best Practices are the practices chosen by world class leaders who have used their influence to change their environment - government or business - for the good, or to improve their organizations success ratio”.***

Organizational development literature contains a wide variety of definitions and descriptions of leadership. Some people argue that leadership and management are quite different and that they require a different perspective and skills. Others hold that leadership is a facet of management and that influencing is a facet of leadership.

*“A leader is someone who sets the direction and influences people to follow in that direction.”*

This programme series establishes what some of the industry leaders do, to improve their organizations’ position through effective leadership. We will study the best practices from industry leaders whose techniques have proven to work in the local and global markets.

Each practice will include a way in which any leader in the market can apply the practices learned to improve their own environment. In addition, case studies are delivered through videos with a hands-on activity and team case questions, to further provide an insight into how to make these practices work in your own environment.

It is recommended that the Delegate attend this program for the full two weeks in order to reap the maximum benefits towards becoming a world class leader. Each segment is designed to teach and demonstrate essential best practices. At the conclusion of this program, the Delegate will be able to understand, and apply the skills learned in this seminar.

## The Goals

This program is designed to promote effective leadership and influencing skills among management personnel.

***At the conclusion of this course, you should be able to:***

- Determine best practices of leaders through history and how to apply them today
- Articulate an understanding of what leadership means for in your business.
- Explain your leadership capabilities and areas for personal development.
- Determine your role as an effective leader in any organization.
- Describe a change management model for management and the process of planning, communicating, and implementing change.
- Describe how to build and rebuild trust in an organization.
- Develop strategies for creating a positive work environment that fosters leadership and a commitment to continuous improvement in others.

- Tap into and “inner power” to gain self confidence and strength.
- Get the most productivity out of each constituent (worker or other)
- Develop a culture that earns respect through new ideas and innovation.

## The Process

This program is an interactive mixture of lecture, discussion groups, activities and practice on various exercises, and video sequences. It provides the latest instructional technologies to enable the delegate to learn and apply the skills and techniques used in the programs.

## The Benefits

Attending this programme will allow delegates to gain important skills and understanding of what a leader truly is and how a leader leads effectively. This programme includes many of the best practices used in business and government today, and demonstrates how a delegate can use these techniques to build a strong followship. By focusing on the art of leading, the delegates should be stronger in the areas of visioning, inspiring, decision making and changing their respective organizations for the better.

## The Results

To impact their respective organizations, leaders need to know how to foster business growth through more productive people and innovative ideas. This programme advances the leadership techniques learned in the programme with hands on, case studies and illustrations of how to apply these skills to build a more robust organization.

## The Core Competencies

- Develop essential leadership qualities to enable growth and capacity to lead
- Develop a Leadership Balance
- Build a following by building trust
- How to transform people into productive followers
- The ability to change other people and change your paradigm
- Insight into your own leadership style
- Becoming a well rounded leader in everything in Life
- Build a plan for your future
- Lead by example
- Apply personal growth techniques
- Command respect

## The Programme Content

### Day One

#### *Leadership and Influence: What do they mean?*

- Course Introduction
- Leadership roles
- Self Assessment: Leadership Behaviors

- Leadership from Within
- Paradigms that Guide Thinking
- Three Lenses of Leadership

## **Day Two**

### ***How a Leader Leads From Within***

- Ways to Increase Self Knowledge
- Self Reflection and self esteem
- Understand how you Think
- The Character of a Leader
- Creating an Environment of Leadership
- Real Leaders are emotionally intelligent
- Guide to your Inner Leader
- Balance in mind, body and spirit

## **Day Three**

### ***The Role of a Change Leader***

- Making the change transition
- Responses to Change
- How to be resilient during change times
- Environmental change agents
- Change and Leadership Paradigms
- Communicating Change
- The Human Side of Change

## **Day Four**

### ***How a Leader Builds Trust***

- What is Trust?
- The Benefits of a High Trust Environment
- Trust reducing behaviours
- Restoring breached trust
- Building Capacity for Trust
- Personal Influence and Political Savvy
- Negotiating Agreement

## **Day Five**

### ***How a Leader Fosters a Leadership Environment***

- Mind and action focus
- The Alliance Mindset
- Developing the Win Win Solution
- Tips on improving performance
- Strategies for Fostering Leadership
- Leadership knowledge check
- Essential leadership qualities
- Success questions

- Action steps to take