



## The Management & Leadership Development Programme



3 - 21 November 2024



Casablanca (Morocco)

# The Management & Leadership Development Programme

course code: M1105 From: 3 - 21 November 2024 Venue: Casablanca (Morocco) - course Fees: 3750 Euro

## Introduction:

A management position requires the holder to perform a number of roles simultaneously: strategist, team-builder, innovator, decision-maker, mentor and leader. Success at a management level involves integrating the requirements of these roles with confidence and assurance. This uniquely designed course offers existing Supervisors, Team Leaders & professionals, and those being prepared for promotion to a senior level, the opportunity to develop the awareness, understanding, knowledge and skills which will enable them to maximise their performance and success in today's fast-changing and demanding business environment.

## It will help Supervisors, Team Leaders & professionals answer the following questions:

- What are my leadership strengths and weaknesses?
- What can I do to mitigate the weaknesses?
- How can I improve my emotional intelligence?
- What can I do to lead my people more effectively?
- How can I develop a vision for my area of responsibility?
- What is strategy, and how do I plan for the future?
- Is there a proven process for planning and change?
- How do I ensure that I can implement what gets planned?

## The seminar is split into two modules:

- MODULE I - Leading with Emotional Intelligence: Psychology of Leadership (Certified Leader)
- MODULE II - Strategic Planning and Goal Setting: Setting Business Goals, Targets & Deliverables (Certified Planner)
- Each module is structured and can be taken as a stand-alone course; however, delegates will maximise their benefits by taking Module 1 and 2 back-to-back as a two-week seminar.

## Objectives

### By the end of this programme you will be able to:

- Gain an honest and accurate awareness of Yourself
- Monitor and adapt your own emotions and behaviours for your benefit and that of your Team & Department
- Have a positive influence on the emotions and motivation of others
- Create an atmosphere that fosters emotional intelligence
- Adaptability in dealing with different personalities
- Understand and apply the psychology of leadership
- To study the design of visionary strategic plans
- To consider how to translate strategic plans into action plans
- To examine a model for organisational self-assessment
- To provide insights into strategic planning problems to avoid
- To highlight examples of strategic success and failure
- To understand the nature of the organisational life cycle
- To provide insights into productive contingency planning

### Training Methodology:

The seminar will combine tutor-led presentations with interactive practical exercises, supported by video material and case studies. Delegates will be encouraged to participate actively in relating the principles of emotional intelligence and strategic planning to the particular needs of their workplace.

### Organisational Impact:

- Improve teamwork and teambuilding skills through greater emotional intelligence
- Enhance cooperation through better relationship building skills
- Develop a emotionally intelligence work environment
- More efficient allocation of resources
- Greater flexibility in the organisation
- Improved operating performance

### Personal Impact:

- Learn how to cultivate emotional intelligence competencies
- Effectively manage your own emotions & emotions of others
- Personal growth as an emotionally intelligent leader
- Understand the different personality styles
- Sharper focus on the challenges and opportunities of the future
- More creative and transforming strategic plans

# SEMINAR OUTLINE

## Module I

Leading with Emotional Intelligence:  
Psychology of Leadership (Certified Leader)

### **Introduction to Emotional Intelligence:**

- Understanding emotional intelligence & its components
- Significance of EQ to effective leadership
- Importance of perception
- Attitudes & behaviour of leaders
- Consequences of low EQ to personal effectiveness
- Removing emotional blind spots

### **Psychology of Leadership:**

- Theories of leadership
- Importance of self-concept
- Understanding personality styles
- Optimizing our personality strengths
- Adaptability in dealing with different personalities
- Task versus relationship oriented leadership

### **Apply Psychology in Leading in an Emotionally Intelligent Way:**

- Enhancing self-awareness
- Empathy: Increase your level of social awareness
- Delegating tasks and responsibilities
- Influencing and inspiring people
- Identifying personality disorders
- Managing difficult behaviour & poor performance

### **Building an Emotionally Intelligent Team-based on Psychological Principles:**

- Importance of EQ to team effectiveness
- Motivating a high performance team
- Building unified teams
- EQ for building trusting relationships
- Conflict resolution for promoting consensus & collaboration
- Increase the EQ of your teams & entire organisation

## Communication for Successful Leadership:

- Giving & receiving feedback
- Psychology of persuasion
- Creating an inspiring vision
- Solving people problems at work
- Non-alienation for high EQ leadership
- Developing leadership integrity

Module II

Strategic Planning & Goal Setting:

**Setting Business Goals, Targets & Deliverables (Certified Planner)**

## The strategic planning process:

- Achieving competitive advantage by developing flexibility
- Intelligence gathering for SWOT analysis
- Formulating strategy and managing change

## The strategic planning process:

- Mission statement, preparing for the future
- Market analysis and contingency planning
- Transforming the organisation; strategy implementation and monitoring

## Assessing current state of the organization:

- Leadership and strategic planning with customer and market focus
- Measurement, analysis and knowledge management
- Human resources and process management for business results

## Avoiding the pitfalls of strategic planning:

- Lack of vision, captured by the past or lured into complacency by success
- Inability to evaluate fresh ideas, denying the truth and thinking inside the box
- Strategic drift

## Personal strategic planning:

- Personal goal setting, creating a personal strategic plan
- Developing inspiration and gathering support
- Overcoming adversity by leveraging your skills and building on success