



Leadership and Management - Master Class



22 June - 3 July 2025



Casablanca (Morocco)

Leadership and Management - Master Class

course code: M1119 From: 22 June - 3 July 2025 Venue: Casablanca (Morocco) - course Fees: 3750 Euro

Introduction

This Seminar is a comprehensive development programme that addresses the key skills, qualities and attributes of both Leadership and Management. The seminar will cover all aspects of leadership and management with the main emphasis being on the human side of leading and managing people.

Highlights include:

- Understanding the skills required for contemporary Management and how to apply them
- Understanding the role of the modern Leader in its many forms
- Discovering & practicing different styles Leadership such as Coaching
- Gaining and using workplace skills for Managing people more effectively
- Understanding the need for motivation and how to apply it to self, individuals and teams
- Developing enduring human relationships to benefit business performance

The seminar is split into two modules:

MODULE I - Leadership: Master Class

MODULE II - Management: Master Class

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 the course delegates will:

- Be aware of the differences between management and leadership skills
- Be more confident and skilled in the demands required of their role
- Be aware of how to motivate, influence and communicate with varied individuals and teams
- Be skilled in key elements of authentic Leadership such as trust, vision, respect and interpersonal communication
- Have the skills to organise, motivate and galvanise work teams to operate more effectively

Training Methodology

The most up to date CBT & training methodology is used to present this seminar. The seminar is

Carefully designed to address all styles of learning and to engage participants fully using the unique and renowned 4 mat system. Lectures and discussions are either preceded or followed by powerful individual or group exercises. These exercises provide opportunities for personal participation in real situations. During these exercises you discover that you can do what you are learning. This process makes the training fun filled, fast-paced, challenging and empowering.

Organisational Impact

Benefits for the Organisation: the Organisation can expect the delegate to:

- Bring improved knowledge, skills and attitude back to the workplace
- Be adept at all aspects of Management and Leadership be able to apply these in the role immediately
- Understand the benefit and process of personal interaction and be able to use these new skills
- Have improved motivation, clarity and focus
- Be more confident when interacting with Senior Managers, peer groups and direct reports

Personal Impact

The Delegate can expect to gain

- Varied Management and Leadership skills applicable within and outside the Organisation
- The confidence and expertise to interact with individuals and teams to create increased performance
- More time and space to devote to planning, effectiveness and efficiencies as a direct result of applying the management skills
- An action plan for how and when to apply new interactive skills and knowledge for the benefit of self, work teams and the Organisation
- Knowledge of where future personal development may be advantageous to their current role and aspirations

SEMINAR OUTLINE

Module I

Leadership - Master Class

Managing myself as a leader

- Importance of perception
- Intrapersonal & interpersonal skills for the leader
- Your preferred behavioral style
- Understanding the Model for leadership
- Removing emotional blind-spots

Leading a team

- Dealing with others
- Understanding the stages of human development
- Optimizing the leader's natural strengths
- Understanding team processes
- Building effective teams

Innovative leadership

- Openness to innovative ideas
- Divergent thinking skills
- Removing blocks to creativity
- Understanding the creative process
- Metaphors and analogies for innovative thinking

Communication for leaders

- The positive influence of listening
- Sharpening your listening skills
- Body language
- Inspiring and guiding others
- Handling stress appropriately

Imparting leadership values

- Leading by example
- Resilience for sacrificial leadership
- Intentionality for self-motivation
- Interpersonal connections for persuasive leadership
- Integrity for accountable leadership

Module II

Management - Master Class

Strategic Orientation

- Strategic context: the external environment
- The new business reality
- Predictable trends in business

- Competitive forces
- Stakeholder analysis
- Strategic resources and constraints
- Creating a compelling strategic vision
- Creativity and change

Managing Resources and Performance

- Aligning vision, aims and objectives
- Performance measurement
- From measurement to improvement
- Coaching process to correct poor performance
- Coaching to challenge
- Self coaching and the power to change
- Coaching and influencing upwards
- Risk and its management

Organisational Behaviour and Human Resources

- Organisational form
- Culture, climate, values and norms
- Team and group dynamics
- Assigning responsibilities
- Deputise to free up time
- Fundamentals of human resource management
- Appraisal and reward
- Learning and development

Key Management Competencies: Prioritisation, Time Management and Delegation

- Balancing the important and the urgent
- Setting personal goals
- Creating time from nothing
- Batching and how it can win back time
- Income producing activities
- Getting things done through other people
- Delegation and empowerment
- Management case study

Linking Management to Leadership: Influence, Motivation and Trust

- Negotiation and persuasion: the pillars of influence
- The secret six in business negotiation
- The nature of motivation
- The trust bank account

- Ethics
- Personal leadership style
- Leadership in action: group exercise
- Balancing work and home life