



Leadership Best Practices: Enhancing Leadership
for Peak Performance



27 April - 8 May 2025



Casablanca (Morocco)

Leadership Best Practices: Enhancing Leadership for Peak Performance

course code: C8236 From: 27 April - 8 May 2025 Venue: Casablanca (Morocco) - course Fees: 3750 Euro

The Conference

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 of 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. In the context of this conference , we will take a broad view:

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

This conference 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.

The Goals

This conference 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.
- Use personal influence and develop political savvy to network and influence people effectively.
- Develop strategies for creating a positive work environment that fosters leadership and a commitment to continuous improvement in others.
- Develop a Personal and Professional Vision and Communicate it to all stakeholders.
- Tap into and "inner power" to gain self confidence and strength.
- Get the most productivity out of each constituent (worker or other).

- Delegate and Empower employees to maximize results and time management.
- Develop a culture that earns respect through new ideas and innovation.

The Process

This conference 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 conference .

The Benefits

Attending this conference 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

Participants will develop the following 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
- Manage your time and resources more effectively
- Command respect

The Conference Content

Module 1:

Leadership, Influence & Trust - Creating Professional Strategies

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

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

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

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

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

Module 2:

Leadership, Creativity & Peak Performance

Creating and Implementing a Leadership Communication Strategy

- The leader as a Visionary
- The Power of Creative Vision
- The Leader's Influence on Culture
- How a leader facilitates the path to a Culture
- Implementing a Leadership Communication approach
- Models of best run Visionary Companies

How Effective Leaders Control their “Inner Power”

- Guide to knowing your leadership strengths
- How Leaders use their Emotional Intelligence
- Understanding the Leaders base of Power
- Understanding “Spiritual Capital”
- Leaders Influence on people - employees, peers and senior managers
- Managing your body and mind effectively

How a Leader Develops People

- Secrets to involve others
- Best Practices of effective Mentors and Coaches
- The Motivating Leader
- The need for achievement, power and affiliation
- Expectancy theory and motivation
- How a leader Creates an environment for self motivation

How a Leader uses Resources more Effectively

- Best Practices to effectively delegate
- The benefits of delegation
- The barriers to delegation
- Delegation Vs Empowerment
- Creating the climate for empowerment
- Using goal setting, time management, planning and prioritizing

How a Leader Builds an Innovative Culture

- The Leader as a Creative Thinker
- Building a Culture of Innovation and new ideas
- Challenging self-imposed assumptions
- Putting Best Practices into Practice
- Case study: Uniquely driven
- Guide to Building a Personal Leadership Plan