MERCURY

Advanced Small Business Leadership & Team Management

1 – 5 November 2027
Nairobi (Kenya)



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Ref: 121575_1074229 **Date:** 1 – 5 November 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction

This Advanced Small Business Leadership & Team Management course focuses on developing advanced capabilities in small-business leadership and effective team management in modern, competitive environments. It explores how leaders can strengthen decision-making, improve operational control, and build high-performing teams. It emphasizes practical leadership principles tailored to small-business growth and sustainability. Participants will understand how to apply structured management approaches to improve employee engagement and productivity. The program highlights strategic leadership tools that support business continuity and performance improvement. It aligns leadership behavior with organizational goals for long-term success.

Targeted Groups

This Advanced Small Business Leadership & Team Management training targets professionals seeking knowledge and skills:

- Small business owners aiming to improve leadership performance.
- Startup founders managing early-stage teams.
- Team leaders in SMEs seeking management development.
- Entrepreneurs focus on business growth and stability.
- Supervisors are responsible for coordinating the operational team.
- Professionals transitioning into leadership roles.
- Managers are improving employee engagement and productivity.
- Individuals seeking small business management training.

Course Objectives

Participants will achieve the following objectives by completing the Advanced Small Business Leadership & Team Management course:

- Develop core small business leadership skills for effective decision-making in dynamic environments.
- Strengthen team management skills to improve collaboration and workplace efficiency.
- Apply business management training principles to optimize operational performance.
- Enhance leadership development capabilities for managing diverse teams.
- Improve strategic leadership for small business growth and sustainability.
- Build skills in performance management and employee engagement strategies.
- Understand practical tools for entrepreneurship management and team coordination.
- Strengthen problem-solving and communication in leadership roles.
- Improve the planning and execution of small-business operations for better results.

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Targeted Competencies

Participants will gain the following competencies during the Advanced Small Business Leadership & Team Management program:

- Ability to lead small business teams with confidence and structure.
- Competence in applying leadership development tools for performance improvement.
- Skills in managing employee engagement and workplace motivation.
- Capability to implement team management strategies effectively.
- Understanding of business management training principles in real scenarios.
- Ability to enhance operational efficiency in small organizations.
- Skills in decision-making and conflict resolution within teams.
- Competence in aligning leadership actions with business goals.
- Ability to apply strategic leadership for small business success.

Studying Scenarios

In this Advanced Small Business Leadership & Team Management training, participants develop skills through the following scenarios:

- Managing a growing small business team facing performance challenges.
- Improving employee engagement in a low-motivation workplace.
- Resolving internal conflicts between team members in a startup.
- Leading business expansion while maintaining operational stability.

Course Content

Unit 1: Foundations of Small Business Leadership

- Understand the core principles of small-business leadership and team management.
- Explore the role of leadership in business management training environments.
- Identify key responsibilities of small business leaders.
- Analyze leadership styles suitable for SMEs and startups.
- Learn the relationship between leadership development and business success.
- Understand strategic leadership for small business growth.
- Explore communication fundamentals in leadership roles.
- Study decision-making frameworks in small business settings.

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Unit 2: Building and Managing High-Performance Teams

- Learn team-formation strategies for small businesses.
- Understand employee engagement techniques to improve productivity.
- Develop skills for managing diverse team structures.
- Apply motivational strategies to improve team performance.
- Explore methods for conflict resolution in team management.
- Understand role assignment and delegation techniques.
- Study collaboration tools for small business teams.
- Learn performance tracking and feedback systems.

Unit 3: Strategic Leadership for Small Business Growth

- Understand strategic leadership for small business expansion.
- Learn goal-setting techniques for business development.
- Analyze market-driven leadership decisions.
- Explore long-term planning in entrepreneurship management.
- Apply SWOT analysis for business leadership decisions.
- Understand resource allocation in small businesses.
- Study competitive advantage development strategies.
- Learn leadership alignment with business vision.

Unit 4: Performance Management and Operational Control

- Understand performance management systems in small business leadership.
- Learn how to develop KPIs for tracking team performance.
- Apply operational control techniques for efficiency.
- Study workflow optimization in business operations.
- Analyze productivity improvement strategies.
- Learn time management systems for leaders.
- Understand accountability frameworks in teams.
- Explore quality control in small business operations.

Unit 5: Communication and Decision-Making in Leadership

- Develop advanced communication skills for leaders.
- Learn effective decision-making techniques in business contexts.
- Understand negotiation skills in team environments.
- Study leadership communication styles and impact.
- Apply problem-solving methods in real scenarios.
- Learn stakeholder communication strategies.
- Understand emotional intelligence in leadership roles.
- Explore crisis management communication techniques.

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Final Insights & Key Takeaways

Strong small business leadership and effective team management are essential for sustainable growth and operational success. Mastering leadership development, employee engagement, and strategic leadership for small businesses creates long-term competitive advantage.