MERCURY

Inspirational Leadership: Strategy, Culture, and Change Conference

22 – 26 November 2026
Cairo (Egypt)



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Ref: 8016_1082955 **Date:** 22 – 26 November 2026 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction

Do you aspire to lift your team to new heights, achieving remarkable performance and realizing their full potential? Do you envision an organizational culture that captivates and empowers your team? The cornerstone of such an aspirational establishment is the presence of inspirational leadership. This concept amalgamates the ethos of nurturing a shared vision, promoting a culture of mutual respect, and fostering an environment where every individual's contribution is valued.

In leadership, inspiration is not merely an option but a necessity that compels leaders to harness their strengths and inculcate trust, paving the way for effective action. This comprehensive inspirational leadership strategy, culture, and change program delves into the quintessence of being an inspirational leader within the ambit of your organization's strategy and culture, equipped with a repertoire of tools and techniques designed to bolster leadership capabilities and formulate a strategic response commensurate with the exigencies of the role.

Inspirational Leadership Training: Defining and Cultivating Influence

Inspirational leadership is an art form that requires both innate talent and honed skills. This inspirational leadership strategy, culture, and change course is tailored to incorporate inspirational leadership training, providing participants with the skills to inspire and motivate their teams. Leaders will learn how to build a cohesive and strategic vision, embody inspirational leadership skills, and create a culture that encourages innovation and change.

Targeted Groups

- Head of Departments.
- Managers.
- Supervisors.
- Team Leaders.
- HR Staff.
- Individuals who aspire to enhance their leadership capabilities to propel their careers.

Conference Objectives

By the end of this inspiring leadership conference, participants will:

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- Articulate a clear and engaging organizational vision.
- Assess the broader environmental influences on strategy.
- Pinpoint critical aspects of their organizational culture and evaluate its alignment with the organizational direction.
- Recognize opportunities for innovation within the organization.
- Craft compelling messages for their teams.
- Gain insights into organizational culture and its impact on performance.
- Improve interpersonal relationships within the team.
- Identify behaviors that engender trust and exert influence.
- Devise a robust change management plan to navigate the global business landscape.

Targeted Competencies

Upon the end of this inspiring leadership conference, target competencies will:

- Emotional Intelligence.
- Strategic direction and organizational alignment.
- Personal credibility and trusted influence.
- Communication skills.
- Leadership in driving organizational change.

Conference Content

Unit 1: Leading The Strategic Vision

- Crafting an inspiring organizational vision.
- Behavioral and values alignment with stakeholder support for the vision.
- Identifying leadership traits instrumental in realizing the vision.
- Exploring key queries about leadership.
- Techniques for inspiring team members.
- Personal leadership challenges and solutions.

Unit 2: Strategy and The Organisation

- Assessing the impact of global dynamics on business.
- SWOT analysis to gauge current organizational standing.
- Ensuring strategy supports the vision with insights from Porter's Five Forces.
- Customer-centric strategies and their efficacy in meeting consumer needs.
- Forecasting future needs and strategic planning.
- Strategy trees to guarantee strategic alignment.

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Unit 3: Inspirational Leadership and Culture

- Understanding the shadow of the leader and its effects.
- Influence of leadership on organizational climate and culture.
- The significance of organizational culture.
- Utilizing McKinsey 7S framework for organizational analysis.
- Recognizing cultural attributes within an organization.
- Assessing cultural compatibility with vision and strategy.
- Identifying potential areas for cultural transformation.

Unit 4: Generating Momentum and Leading Change

- Leadership strategies for culture change.
- Surveying various change models.
- Planning for change utilizing Kotter's Eight-Stage model.
- Securing support for change initiatives.
- Strategies to counteract resistance.
- Engaging with individual resistance and inspiring collective buy-in.

Unit 5: Inspirational Leadership: Future Action and Intent

- Dissecting the anatomy of leadership.
- Inspiring with purpose: crafting a compelling vision.
- Inspiration through communication: perfecting the elevator speech.
- Cultivating trust as a foundation for inspiration.
- Activating engagement and empowering team members.
- Action planning and reflective review for continuous improvement.