# The Advanced Leadership Challenge: Inspire, Enable & Encourage

21 – 25 June 2027
Madrid (Spain)



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MERCURY

# The Advanced Leadership Challenge: Inspire, Enable & Encourage

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## Introduction

This advanced-level inspirational leadership challenge course is designed to equip you with sophisticated skills to manage and guide people effectively, concentrating on six pivotal areas of leadership - Communication, innovation, vision, inspiration, enabling, and encouragement.

You'll have the unique chance to evaluate your current leadership capabilities, be challenged, and receive personalized coaching to enhance your leadership prowess. By delving into case studies of formidable leaders from the history and titans of the contemporary business world, we will dissect leadership behaviors, examine shifts in business landscapes, scrutinize human motivational theories, and apply contemporary leadership tools and strategies.

This advanced-level inspirational leadership challenge course is a call to action, pushing you to elevate your leadership game and scale new heights in your professional journey.

## Targeted Groups

- Team leaders.
- Supervisors.
- Managers.
- Senior managers.
- Directors.

## Course Objectives

By the end of this advanced-level inspirational leadership challenge course, participants will:

- Grasp the genuine essence of leadership.
- Master the art of impactful communication and persuasion.
- Forge and leverage the power of vision and visualization.
- Stimulate and electrify teams and individuals.
- Cultivate a magnetic leadership presence.
- Generate momentum and a sense of urgency in oneself and others.
- Engage, inspire, and empower team members.
- Refine business and personal visions.
- Amplify their influential impact on others.
- Uncover the leadership secrets of historical masters.
- Acquire tools to craft an inspiring personality.

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## Targeted Competencies

At the end of this advanced-level inspirational leadership challenge course, the target competencies will be able to develop the following:

- Leadership acumen.
- Communication prowess.
- Influence techniques.
- Enabling others.
- Motivational skills.

## Course Content

### Unit 1: Leadership

- Defining true leadership and lessons from antiquity.
- The influence of modern leadership on business paradigms.
- Predictable patterns in human behavior.
- Adapting to new business realities.
- Analyzing force fields and breaking out of the comfort zone.
- The dichotomy of employee mindset and entrepreneurial spirit.
- Understanding the equalizer effect.
- Distinguishing leaders from managers.

### Unit 2: Vision

- Exploring the strangest secret of vision.
- Crafting a compelling vision.
- Utilizing the power of vision through visualization techniques.
- The intersection of psycho-cybernetics and vision.
- Setting goals to turn visions into reality.
- The concept of the mastermind group.
- The influence of a positive mental attitude powered by a clear vision.
- Integrating vision with mission and values.
- Vision timeline, mathematical coaching model.

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## Unit 3: Communication

- Identifying and adapting to various communication styles.
- Identify other people's communication styles.
- Learn how to motivate and influence each style.
- The nuances of body language.
- Exploring the five levels of active listening.
- Mastering advanced questioning tactics.
- Articulating and selling visionary ideas.
- How do you get buy-in from others?
- Selling your ideas through excellence in communication.

## Unit 4: Innovation

- How to create a culture of innovation.
- How do you engage your people to generate new ideas?
- Left brain, right brain, and innovation.
- Creative thinking and problem-solving.
- Suggestion boxes and reward criteria.
- Quantity versus quality on innovation projects.
- Sticky note innovation.
- Absolute versus desirable criteria.
- Using multi-disciplined employees to gain width and depth.
- Using innovation to reduce costs.

## Unit 5: Influencing Skills

- Building and maintaining the relationship bank account.
- The ten definitive deposits for effective connections.
- The importance of confidence in persuasion.
- Leveraging the give-to-get principle.
- The catalytic role of enthusiasm.
- Embracing passion in leadership.
- Implementing the BE.DO.GET model.
- The concept of the pipeline principle.

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## Unit 6: The Challenge

- The leadership challenge.
- Rule number 1: Everything matters.
- The importance of stretching ourselves.
- Association and its impact on our ability to inspire.
- Receiving feedback on our abilities from other leaders.
- Why standing still is no longer an option.
- Even eagles need a push, and so do we.
- The cycle of personal growth.

## Unit 7: Inspirational Leadership

- Why certain leaders are inherently inspirational.
- The human yearning for inspiration.
- The variability of human behavior across cultures.
- The diverse forms and strategies of inspiration.
- Understanding inspiration as a choice, skill, or innate trait.
- Analyzing why some individuals succeed and others don't.
- The dichotomy between being a dreamer and a planner.
- Igniting your team's potential with inspired leadership.
- The leadership challenge.

## Unit 8: Enabling

- What is an enabler?
- Why are managers and enablers so different?
- The skills required to become an enabler.
- How will giving away power gain you more?
- Enabling in different cultures.
- Resistance to an enabling business culture.
- Why enable, gain loyalty, and increase trust?
- Why are enablers far stronger than managers?
- The leadership challenge.

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## Unit 9: Engaging and Encouraging Your People

- Why are most employees not engaged in their work?
- The 45-year plan and its effect on motivation.
- The true cost of business meetings.
- Engage your team to gain better results.
- Engagement in business meetings.
- Everyday engagement principles.
- Engaging an audience through presentations.
- Engaging, where to draw the line.
- Recognition and rewards.
- The leadership challenge.

## Unit 10: Personal Leadership Challenge

- The importance of visionary dreams.
- Setting actionable goals.
- Cultivating a distinct leadership style.
- Embracing accountability for one's actions.
- The potential return on investment for effective leadership.
- Embodying the attributes of an enabler.
- Leading with resilience and resistance.
- The strategic use of offensive and defensive leadership tactics.