



Smart Leadership: Achieving Strategy through Leadership and Innovation Conference

8 – 12 March 2027
Casablanca (Morocco)



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Introduction

Smart leadership, strategy, and innovation are the key strategies of many businesses in the global competitive industries of the new century. New ideas can lead to programs, products, and services that provide a competitive advantage. As routine tasks become automated and the competitive environment becomes more dynamic, creative problem-solving and innovation will play an increasingly important role in determining the success of business leaders.

Smart leadership creativity is the process of generating new and useful ideas. Leadership and innovation are taking a new idea and putting it to use. The smart leadership's critical role is to create an environment where creativity and innovation flourish and where people's innate resistance to the changes that require successfully overcome.

This smart leadership, strategy, and innovation conference offers an opportunity to focus on developing and nurturing people, processes, and practices that foster innovation to develop better methods and services to outperform the competition.

The smart leadership, strategy, and innovation training will demonstrate how to take the strategic plan and process to the next level and gain the essential "buy-in" from all employees with a methodology proven by some of the world's largest corporations. Getting their energy, ideas, and changes to make the strategic process successful is essential and is the core of this program.

Achievement-Oriented Leadership and Smart Goals in Management

In smart leadership, the quest for achievement orientation drives leaders to set clear, measurable, achievable, relevant, and time-bound SMART goals. An emphasis on achievement-oriented leadership propels managers to establish high standards for themselves and challenge their teams to excel in meeting business objectives.

Being a great manager through strong leadership is no longer a distant target but a tangible skill that can be harnessed through participation in the smart leadership and innovation workshop and earning a certificate in strategic leadership and innovation.

By engaging with the leadership and innovation conference, attendees are immersed in a dynamic environment that promotes the cultivation of smart leadership goals and stimulates the drive towards inspiring people to outperform and achieve collective strategic objectives.

Participants in this smart leadership, strategy, and innovation conference are provided with the tools and perspectives necessary to deploy smart goal leadership techniques, cementing their journey toward becoming good leaders and exceptional visionaries who command strategic leadership and innovation.

Targeted Groups

- Managers at all managerial levels.
- Supervisors.
- Team leaders.
- Human Resources department.
- Employees are interested in gaining essential skills to improve their career path.

Conference Objectives

At the end of this smart leadership, strategy, and innovation conference, participants will be able to:

- Set creativity and innovation in a strategic context.
- Understand the drivers for a greater emphasis in business on creativity and innovation.
- Identify the processes and activities that support creativity and innovation in organizations.
- Identify the strategies, tools, and techniques to improve levels of creativity and innovation.
- Understand how the change process can block or enable employees at all levels to resist or embrace a greater emphasis on creativity and innovation.
- Understand the critical role and skills of the leader in creating an environment where creativity and innovation thrive.
- Develop skills for strategic leaders to lead the process of building the right culture for fostering innovation.
- Improve preparedness to deal with strategic improvements.
- Establish organizational, team, and personal innovative capabilities.
- Improve performance by executives, innovative processes, and functions.
- Improve motivation and gain the participation of the full workforce.
- Better meet challenges of dynamic, strategic change

Targeted Competencies

- Innovative Leadership.
- Process Improvement.
- Human Interaction Skill.
- Fostering Creativity.
- Team Building.
- Change Management.

Conference Content

Unit 1: Encouraging a Creative Environment at Work

- Innovative leadership for excellent performance.
- Understand the crucial mass for change and innovation.
- Innovation vs. constant improvement.
- How does a leader create a climate of innovation?
- Leadership and innovation are current business breakthroughs.

Unit 2: Gaining the Participation of the Workforce

- The G.E. "Workout" Strategy.
- Develop creative solutions for strategies.
- Gain the "Buy-In" from the workforce.
- Overcome paradigms.
- Deal with organizational "Drift."
- Case Study on Gaining Empowerment.

Unit 3: Leading on The Creative Edge

- Develop creative potential in people and teams.
- Understand creative people.
- Convergent & divergent thinking skills.
- Motivate creative individuals at work.
- Incubate ideas.
- Interact creatively.
- Convert expenses to assets using creativity.

Unit 4: Creating a Motivating Climate for Higher Productivity

- The Ten Key Elements to Setting Up New Missions.
- Setting Goals and Targets Creatively.
- Creating a "Sense of Significance".
- Rewarding performance.
- Learn The Four-Step "Pygmalion" Theory.
- Generational motivators.

Unit 5: Driving Strategic Change

- Manage the change process.
- Kotter's change management techniques.
- Communicate with a sense of urgency.
- The downside of change.
- Create a climate of constant change.
- Successful techniques for changing people.