MERCURY

The Leadership Journey: Communication, Innovation & Vision

27 September – 1 October 2027
Madrid (Spain)



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Ref: 1023_330883 **Date:** 27 September – 1 October 2027 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction:

Authentic leadership is an art form, and like all art forms, becoming a master takes a significant amount of dedication and skill.

Many people believe that having the job title of Manager, Team Leader, Supervisor, Director means you are a leader. However, leadership is not a title you can be given; it is a position you must claim as your own. This course has been specifically designed for people who want to take their leadership to the next level and become true leaders.

This course will give you the tools to lead people, whether a team, department or the whole organization. This course will provide a step-by-step guide to teaching people and introduce you to techniques and methodologies that great leaders have used throughout history.

This is more than a leadership course. This will allow you to discover the hidden art of Leadership, Communication, and Vision.

The Leadership Development Journey:

Embark on a comprehensive leadership and innovation course that blends the essential concepts of communication, innovation, and strategic vision. In this dedicated section of our journey to leadership training, participants will delve into the transformative processes that define the leadership development journey. Whether at the inception of your journey of leadership or striving to refine your skills, this module offers a progressive and innovative approach to personal and professional growth.

Targeted Groups:

- Managers
- Supervisors
- Team Leaders
- Interested persons

Course Objectives:

At the end of the leadership journey course the participants will be able to:

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- Understand the real meaning of leadership
- Become a master of communication and influence
- Increase their level of influence on others
- Create and control the power of vision and visualization
- Motivate and inspire people
- Learn how to have a magnetic personality
- Create momentum and urgency within yourself and others
- Learn how to be a much stronger leader
- Clarify their business and personal vision

Targeted Competencies:

- Leadership skills
- Communication skills
- Team building
- Motivation skills
- Innovation skills

Course Content:

Unit 1: Leadership:

- What is authentic leadership? Lessons from the past masters
- Modern leadership and its impact on business
- Human behaviour, predictable outcomes
- The new business reality and its effects on us all
- Force field analysis and the comfort zone
- Employee mentality VS entrepreneurial spirit
- The equalizer effect
- Leaders VS Managers

Unit 2: Vision:

- The strangest secret
- How to create a vision
- How to harness the power of vision through visualization
- Psycho cybernetics and its connection with vision
- Goal setting is the key to making the vision a reality
- The mastermind group
- Positive mental attitude, gaining power from a strong vision
- Linking vision to mission and values
- Vision timeline, mathematical coaching model

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Unit 3: Communication:

- Discover your communication style
- Identify other peoples communication style
- Learn how to motivate and influence each style
- Body language
- The 5 levels of listening
- Advanced questioning techniques
- Selling your ideas and vision
- How to get buy-in from others
- Selling your ideas through excellence in communication

Unit 4: Innovation:

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

Unit 5: Influencing Skills:

- The relationship bank account
- The 10 guaranteed deposits
- Confidence is king
- The give-to-get ratio
- The fire within, Enthusiasm
- Time to get passionate
- The BE. DO.GET model
- The pipeline principle

Embark on this comprehensive journey of innovation and engage with a curriculum that will arm you with the strategies of the vision journey, the tactics of the innovation journey, and the insight of the leadership communication course, forging a path to becoming an architect of transformational change.