



The Complete Course in Leadership & Management

11 – 15 January 2027
Casablanca (Morocco)



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Introduction

In a fast-paced, ever-changing world, the demands on a manager are steadily increasing. To be effective, a manager must possess a wide array of skills that can be used to carry out his responsibilities and accomplish the organization's goals.

Successful managers realize that they must constantly sharpen their skills and add to the competencies they already possess. To sit still and be content means running the risk of becoming out-of-date.

Masterclass Management Course

This comprehensive leadership and management skills course offers a deep dive into effective leadership and management. It covers various topics, from foundational management principles to advanced strategies for leadership excellence. The curriculum is designed to refine business leaders' skills, helping them navigate modern management's complexities with confidence and strategic insight.

Targeted Groups:

- Business leaders are expected to develop and supervise employees and others through implementing managerial criteria.
- Makers of decisive decisions within the organization that affect productivity and the bottom line.
- Employees need to accelerate growth and achieve critical business success.

Course Objectives:

At the end of this leadership and management skills course, the participants will be able to:

- Sharpen their present management skills.
- Insight into the process of further developing their managerial skills.
- Examine the principles of self-management, leadership, and team management.
- Develop new organizational skills and techniques by recognizing key factors in self-management.
- Understand how to develop a strategic corporate response for effective business initiatives.
- Identify management best practices and principles that lead to productivity.
- Understand the process of performance improvement.
- Consider how to manage the implementation of change.
- Learn how to deal with workplace conflict while understanding the influence of style diversity.
- Determine the basis of effective team performance.
- Examine creative techniques for effective problem-solving.

Targeted Competencies:

- Management skills.
- Self-Management.
- Overcoming limitations.
- Change Management.
- Influencing and Performance Assessment.
- Teambuilding and Motivation.
- Creative problem solving.

Course Content:

Unit 1: The Foundation of Management:

- Understanding what courage is.
- Having the courage to know yourself.
- Choosing the right management style.
- Putting yourself on the line-taking responsibility.
- Overcoming limiting thoughts and behaviors.
- Having the courage to turn your ideas into action.

Unit 2: Dealing with Workplace Conflict:

- Defining organizational conflict.
- Understanding the causes of conflict.
- The Thomas-Kilman Conflict Mode Instrument.
- Dealing with different learning styles.
- Managing conflict effectively.
- Obtaining the benefits of productive disagreement.

Unit 3: Managing Organisational Improvement:

- Focusing on continuous improvement.
- Malcolm Baldrige assessment criteria.
- The role of organizational culture.
- Overcoming resistance to change.
- Coping with risk and risk avoidance.
- Measuring the success of improvement efforts.

Unit 4: Leading Motivated Teams:

- Characteristics of effective teams.
- Characteristics of ineffective teams.
- Managing the factors affecting team performance.
- Supporting team development.
- Understanding team member styles.
- Enhancing team member competencies.

Unit 5: Effective Problem Solving:

- Balancing analytical and creative thinking.
- Effective use of mind mapping.
- Capturing the power of brainstorming.
- Breaking the ten mental locks.
- The four roles of the problem-solving process.
- Treating problems as challenges.