

Seminar on managing relations between Business  
Leaders and Labour Representatives

*Casablanca (Morocco)*

*11 - 15 August 2025*

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## Seminar on managing relations between Business Leaders and Labour Representatives

Code: LM28 From: 11 - 15 August 2025 City: Casablanca (Morocco) Fees: 3300 Pound

### Introduction

The seminar titled "Managing Relations Between Business Leaders and Labor Representatives" aims to equip participants with comprehensive knowledge and practical skills to effectively navigate and enhance the relationship between business leaders and labor representatives within organizations. This course will delve into the dynamics, challenges, and strategies essential for fostering positive and constructive engagement between these two critical stakeholders.

### Course Objectives

- Understand the Roles and Perspectives of Business Leaders and Labor Representatives:

Participants will gain insights into the roles, responsibilities, and objectives of both business leaders and labor representatives. By understanding each party's perspective, participants can develop empathy and a broader understanding of the challenges they face.

- Enhance Communication and Negotiation Skills:

Effective communication is vital in managing relations between business leaders and labor representatives. This seminar will focus on improving participants' communication and negotiation skills, enabling them to engage in constructive dialogue, resolve conflicts, and reach mutually beneficial agreements.

- Develop Strategies for Conflict Resolution:

Conflict is inherent in the employer-employee relationship. Participants will learn various conflict resolution techniques and strategies to manage and resolve disputes effectively. They will explore methods for fostering collaboration, finding common ground, and maintaining a harmonious working environment.

- Promote Trust and Collaboration:

Trust and collaboration are essential elements of a healthy working relationship. Participants will learn strategies to build trust, foster positive interactions, and promote collaboration between business leaders and labor representatives. Emphasis will be placed on creating an inclusive and cooperative environment that benefits both parties.

- Understand Legal and Regulatory Frameworks:

Labor relations are governed by various legal and regulatory frameworks. This seminar will provide participants with an overview of relevant laws, regulations, and best practices. Participants will gain a solid understanding of compliance requirements and the legal implications of managing labor relations effectively.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The pieces are in shades of gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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## Course Outlines

### Day 1: Introduction and Understanding Stakeholders

- Overview of the seminar objectives and agenda.
- Importance of managing relations between business leaders and labor representatives.
- Exploring the roles and perspectives of business leaders and labor representatives.
- Identifying common challenges and areas for collaboration.

### Day 2: Effective Communication and Negotiation Skills

- Enhancing communication skills for effective dialogue.
- Strategies for active listening and understanding different viewpoints.
- Negotiation techniques and strategies for win-win outcomes.
- Overcoming communication barriers and building rapport.

### Day 3: Conflict Resolution and Collaboration

- Understanding the nature and causes of conflicts.
- Conflict resolution models and techniques.
- Mediation and arbitration processes.
- Promoting collaboration and fostering a positive work environment.

### Day 4: Building Trust and Constructive Engagement

- Importance of trust in labor relations.
- Strategies for building trust and credibility.
- Engaging in constructive dialogue and problem-solving.
- Encouraging employee voice and participation.

### Day 5: Legal Frameworks and Compliance

- Overview of labor laws and regulations.
- Understanding compliance requirements.
- Managing labor relations within legal boundaries.
- Best practices and case studies.

### Conclusion

Public relations management plays a crucial role in managing relations between business leaders and labor representatives. Effective crisis management is essential for rapid and effective responses in times of conflict. Understanding the role of a public relations manager and their responsibilities in handling crises enhances workplace effectiveness. Moreover, positive interaction between business leaders and labor representatives contributes to building trust and collaboration, reflecting the importance of public relations in today's business environment.

Through this seminar, participants will acquire the tools and knowledge necessary to develop their skills in relationship management and negotiation, preparing them to become great business leaders capable of addressing various challenges. This approach will enhance the relationship between business leaders and labor

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a knight) in gold and silver, set against a background of concentric circles.

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representatives, highlighting the critical importance of public relations management in the modern business landscape.

A graphic of a chessboard with several pieces (a king, a knight, and a pawn) on it, set against a background of concentric circles.

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The image shows a chessboard with several pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is set against a background of concentric circles.