BLACKBIRD FOR TRAINING

A Visible, Felt, and Effective Leadership Style

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Lyon (France)

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PARTNER



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Introduction

In today's complex and fast-paced environment, especially across the Middle East and North Africa MENA region, leadership is no longer confined to strategy or decision-making alone. It now demands a visible, felt, and effective leadership style — one that is experienced in the culture, performance, and engagement of the organization.
This course is designed for executives, team leaders, and specialists across sectors who aim to refine their leadership presence and enhance their influence within their teams and institutions.
The practical value of the program lies in equipping participants with actionable leadership behaviors that are not only seen, but also felt and trusted. Through a structured, hands-on approach, this course helps leaders become catalysts for performance and cultural transformation.

Course Objectives

- Understand the concept of visible, felt, and effective leadership.
- Distinguish traditional leadership approaches from modern, high-impact styles.
- Apply practical tools to strengthen leadership presence and visibility.
- Build a leadership communication style that reflects core values and vision.
- Develop influence by leading through values, trust, and consistency.
- Navigate leadership challenges in dynamic and shifting environments.
- Motivate teams through emotionally resonant leadership practices.
- Evaluate leadership effectiveness and create a personal development roadmap.

Course Outlines

Day 1: Leadership as Presence and Influence

- Defining leadership as an influential and observable presence.
- The difference between managerial visibility and authentic leadership presence.
- How employees perceive leaders through daily actions.
- Strategies for building a consistent leadership brand.
- Self-awareness exercises and behavioral reflection.
- Case analysis of leadership visibility in action.



Day 2: Tools for Visible Leadership

- Building repeated, visible leadership habits.
- Engaging teams in ways that reinforce organizational values.
- Using body language and tone to enhance leadership messages.
- Crafting daily leadership messages to reinforce goals and direction.
- Practical exercises in persuasion and inspiration.
- Leadership style assessment using validated frameworks.

Day 3: Leading Through Impact and Inclusion

- Transitioning from command to collaborative leadership.
- Creating sustainable impact through cultural engagement.
- Techniques to foster ownership and accountability across teams.
- Sector case studies: banking, oil and gas, and government.
- Group project: design a visible leadership initiative.
- Intervention planning for a real organizational scenario.

Day 4: Leadership in High-Change Environments

- Traits of effective leaders during uncertainty and transformation.
- Leadership approaches during organizational stress.
- Maintaining trust and presence during volatility.
- Global best practices in agile and resilient leadership.
- Real-world scenario application tailored to MENA contexts.
- Self-assessment using crisis leadership models.

Day 5: Measuring and Developing Leadership Impact

- Methods to assess leadership presence and its organizational impact.
- Collecting and using team feedback constructively.
- Creating a leadership development action plan.
- Review and presentation of participants' leadership initiatives.
- Drafting a personal leadership manifesto.
- Final session: growth reflection and implementation strategy.



Why Attend this Course: Wins & Losses!

- Strengthen self-awareness and build a measurable leadership presence.
- Foster a transparent and communicative team culture.
- Enhance influence and motivation skills.
- Align leadership behavior with organizational strategy.
- Apply practical tools immediately in current roles.
- Compare and adapt leadership styles across industries.
- Use real-time feedback and assessments for growth.
- Learn from expert coaches and peers in diverse sectors.

Conclusion

A visible, felt, and effective leadership style is no longer a nice-to-have — it's a competitive necessity.
This course empowers professionals to become leaders whose presence is experienced not just in results, but in how people think, act, and feel across the organization.
The practical, experiential format ensures participants walk away with real strategies to enhance trust, engagement, and organizational alignment.

Ultimately, this leadership style separates institutions that thrive from those that merely survive in today's ever-evolving environment.

