BLACKBIRD FOR TRAINING

One-Day (6-Hour) Leadership & Strategic Management Course

28 June – 2 July 2027
Casablanca (Morocco)



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Ref: 3254731_319467 **Date:** 28 June – 2 July 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

In today's highly competitive business environment, effective leadership and strategic management are essential for driving organizational success. This one-day intensive leadership training program is designed to help participants enhance their leadership development and strategic leadership skills. Focused on leadership principles, change management, and growth-oriented decision-making, the course will empower individuals to confidently lead and make a lasting impact on their organizations. Through interactive discussions, case studies, and hands-on exercises, participants will leave with actionable strategies they can implement immediately to drive success and improve leadership practices.

By developing critical skills in strategic leadership, leadership roles, and team management, this course provides participants with the tools to elevate their leadership development training and set a course for executive leadership. Join us to master the essentials of strategic management and gain a deeper understanding of what it takes to lead effectively in today's dynamic business landscape.

Course Objectives

By the end of this course, participants will be able to:

- Understand the difference between leadership and management: Recognize their distinct roles and responsibilities in driving organizational success, and apply leadership principles effectively.
- Develop strategic thinking skills: Align personal and team goals with broader organizational objectives through strategic management concepts.
- Apply various leadership styles effectively: Learn how to implement the types of leadership in management to lead with impact in different situations.
- Utilize change management techniques: Navigate resistance and lead successful transformations within the organization.
- Enhance communication skills: Foster collaboration, build influence and engage stakeholders effectively using leadership communication techniques.
- Motivate teams: Use proven leadership and motivation strategies to drive high performance and achieve team success.
- Develop a personal leadership development plan: Create a clear roadmap for continuous improvement and long-term leadership success.



Course Sessions

Session 1: Strategic Leadership Essentials 1.5 hours

- Leadership vs. Management: Understanding the critical difference between leadership and management and their roles in business success.
- The Role of Strategic Leadership: How strategic leadership plays a crucial role in driving organizational performance.
- Enhancing Self-Awareness for Personal Effectiveness: Understanding personal leadership traits and improving self-awareness for better leadership.
- Strategic Thinking: Aligning personal and team goals with strategic management objectives to ensure organizational success.

Session 2: Leadership Development & Change Management 1.5 hours

- Understanding Leadership Styles: Analyzing different leadership styles and how they impact team dynamics and performance.
- Core Leadership Competencies: Developing leadership skills such as influence and authority to guide teams.
- Leading through Change Management: Techniques for managing and leading through periods of change and transformation.
- Case Study: Examining real-world examples of effective leadership during organizational change.

Session 3: Strategies for Growth & Effective Communication 1.5 hours

- Strategic Planning for Growth: How to drive organizational growth and innovation through strategic leadership and planning.
- Aligning Teams with Organizational Vision: Setting clear team goals aligned with the company's strategic management process.
- Effective Communication for Influence: Mastering leadership communication to influence stakeholders and drive collaboration.
- Advanced Communication Techniques: How to engage and align team members and stakeholders using advanced leadership communication.

Session 4: Motivation & Self-Assessment 1.5 hours

- Motivating Teams: Utilizing leadership development strategies to boost team performance and morale.
- Building a High-Performance Leadership Mindset: Cultivating a culture of success and high performance within teams.
- Self-Assessment and Leadership Roadmap: Conducting self-assessments and creating a personalized development plan for leadership growth.
- Case Study: "Leaders Eat Last" - Exploring the power of selfless leadership for organizational success.



Why Attend This Course: Wins & Losses!

- Master Strategic Leadership: Learn to align team goals with organizational objectives and make decisions that support long-term growth through strategic leadership.
- Enhance Communication and Collaboration: Acquire the communication skills necessary for effective leadership and development of teams and stakeholder engagement.
- Develop Practical Leadership Skills: Apply leadership styles, change management, and motivational strategies to real-world business challenges.
- Actionable Strategies for Success: The interactive, hands-on format ensures that you leave with actionable strategies that will create a lasting impact on your organization.
- Broaden Your Leadership Perspective: Learn the essentials of strategic management, leadership roles, and gain a deep understanding of the concept of strategy in organizational success.

Conclusion

This one-day course offers a unique opportunity to master the leadership principles and strategic management skills necessary to thrive in today's dynamic business world. By participating, you will improve your ability to lead, strategize, and motivate teams to achieve organizational success.

Don't miss this chance to develop your leadership development training, elevate your career, and make a lasting impact in your organization. Take your leadership journey to the next level with this comprehensive leadership course and start implementing strategies that will transform your leadership approach and organizational performance today!

