



*Training Course:  
Leadership Development for General Directors*

*25 - 29 November 2024  
Casablanca (Morocco)  
New Hotel*

## Training Course: Leadership Development for General Directors

Training Course code: LS235083 From: 25 - 29 November 2024 Venue: Casablanca (Morocco) - New Hotel Training  
Course Fees: 4250 € Euro

### Introduction

The Leadership Development for General Directors program is designed to equip current and aspiring General Directors with the advanced skills, knowledge, and mindset required to excel in their leadership roles. This comprehensive training program focuses on enhancing leadership capabilities in strategic thinking, effective communication, change management, ethical decision-making, and personal growth. By participating in this program, General Directors will gain the tools and insights necessary to navigate complex business landscapes, drive organizational success, and inspire high-performing teams.

### Methodologies

The training program employs a blended learning approach that combines various methodologies to ensure an engaging and impactful learning experience. Participants will engage in interactive workshops, group discussions, case studies, role plays, experiential activities, and real-world simulations. The program will also feature guest speakers, industry experts, and successful General Directors who will share their experiences and provide practical insights. Additionally, participants will have access to online resources, recommended readings, and leadership assessment tools to support their learning journey.

### Objectives

- Develop a strategic mindset and visionary leadership capabilities to drive organizational success.
- Enhance communication and influencing skills for effective stakeholder management and team leadership.
- Acquire advanced decision-making and problem-solving techniques to navigate complex challenges.
- Build the skills and knowledge necessary for leading change and organizational transformation.
- Foster ethical leadership and incorporate corporate social responsibility into decision-making.
- Cultivate personal growth, self-awareness, and continuous learning for leadership excellence.

### Target Audience

The Leadership Development for General Directors program is designed for:

- Current General Directors seeking to enhance their leadership skills and stay ahead in a rapidly changing business environment.
- Aspiring General Directors who are preparing to take on higher-level leadership roles and want to acquire the necessary skills and knowledge.
- Senior executives, business leaders, and high-potential individuals who are being groomed for General Director positions in the future.

- Organizations that recognize the importance of investing in their General Directors' development and want to foster a strong leadership pipeline.

## Training program outline

### Day 1: Leadership Foundations and Strategic Thinking

#### Session 1: Introduction to Advanced Leadership Concepts

- Overview of the program objectives and agenda
- Exploring advanced leadership theories and models
- Identifying key challenges and opportunities for General Directors

#### Session 2: Strategic Leadership and Visionary Thinking

- Developing a strategic mindset for long-term success
- Setting a compelling vision and aligning organizational goals
- Analyzing the business environment and anticipating future trends

#### Session 3: Critical Thinking and Decision-Making

- Enhancing critical thinking skills for complex problems
- Utilizing decision-making frameworks for strategic choices
- Evaluating risks and managing uncertainties in decision-making

### Day 2: Communication, Influence, and Team Leadership

#### Session 1: Advanced Communication Strategies

- Advanced communication techniques for effective leadership
- Communicating with impact and clarity
- Managing difficult conversations and conflicts

#### Session 2: Persuasive Influence and Negotiation Skills

- Advanced influencing strategies for stakeholder management
- Negotiation techniques and win-win solutions
- Building strategic alliances and partnerships

#### Session 3: Leading High-Performing Teams

- Building and leading diverse teams
- Creating a culture of trust, collaboration, and innovation
- Coaching and mentoring strategies for team development

### Day 3: Change Leadership and Organizational Transformation

#### Session 1: Leading Change and Transformation

- Understanding the psychology of change and resistance
- Creating a compelling case for change and inspiring others
- Developing change management strategies for successful transformation

#### Session 2: Organizational Culture and Change

- Shaping and influencing organizational culture
- Aligning culture with strategic goals and values
- Addressing cultural barriers in change initiatives

#### Session 3: Adaptive Leadership in a VUCA World

- Leading in a volatile, uncertain, complex, and ambiguous VUCA environment
- Building resilience and adaptability in oneself and the organization
- Navigating disruptive trends and emerging technologies

### Day 4: Ethical Leadership and Corporate Social Responsibility

#### Session 1: Ethical Decision-Making and Integrity

- Ethical leadership principles and values
- Applying ethical frameworks to complex situations
- Fostering a culture of integrity and ethical behavior

#### Session 2: Corporate Social Responsibility CSR

- Understanding the importance of CSR in modern business
- Integrating social and environmental responsibility into the organization
- Stakeholder engagement and managing societal impact

#### Session 3: Leading with Purpose and Meaning

- Aligning personal values with organizational purpose
- Inspiring and motivating others towards a common mission
- Building a purpose-driven culture and employee engagement

### Day 5: Leadership Growth and Development

#### Session 1: Personal Leadership Development

- Self-assessment and reflection on leadership strengths and weaknesses
- Creating a personal development plan for continuous growth
- Setting goals and measuring progress

#### Session 2: Leadership Presence and Influence

- Developing executive presence and gravitas
- Enhancing public speaking and presentation skills
- Leveraging storytelling for impactful communication

#### Session 3: Leading with Emotional Intelligence

- Advanced understanding and application of emotional intelligence
- Managing emotions and building resilience in oneself and others
- Empathy and compassion as essential leadership qualities

## Registration form on the Training Course: Leadership Development for General Directors

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
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E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
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to: Global Horizon  
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