



*Training Course:
Leadership and Innovation*

*26 - 30 May 2025
Casablanca (Morocco)
New Hotel*

Training Course: Leadership and Innovation

Training Course code: LS234818 From: 26 - 30 May 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4250 € Euro

INTRODUCTION

Artificial intelligence, nanotechnology, biotechnology, robotics... These are all key pieces of the technological evolution that are changing the world as we know it. In the most transformative era in the history of humanity, organizations and projects increasingly need the combination of great interpersonal skills and leadership. To make this a reality, it is necessary to develop soft skills to reinforce a culture of constant innovation and ability.

- Create a culture driven by change.
- Develop a global vision of projects.
- Exercise the capacity to inspire and motivate others.

COURSE OBJECTIVES

This program has been designed to provide leaders with the skills and knowledge they need to inspire and nurture creativity and innovation. The return on investment? A boost to their company's performance and competitive positioning in a highly competitive world.

At the end of this training course, you will learn to:

- How should leaders best adopt creative ideas? Participants in this course will explore this question, learning how a new and useful idea "creativity" can be translated into innovation.
- Those partaking will become more in tune with their leadership style and be encouraged to consider its effects on group creativity and innovation.
- By reframing how to define those problems that are standing in the way of executing creative visions, innovation will be better enabled.
- Identify and define problems in the organization as a stimulus for creativity and promotion of innovation.
- Participants will understand how to create and lead high-performing teams.
- They will become familiar with articulating visions that can inspire others to become motivated to adopt creative ideas.

ORGANISATIONAL IMPACT

Organizations will gain:

- Improved business operations

- Stronger relationships with the organization's external stakeholders
- Improved brand image and business reputation

TARGET AUDIENCE

The takeaways of this program are cross-sectional. They can be applied to many different industries, business models, and positions. We believe that we all can lead, regardless of our job title, but that not everyone takes up the challenge. The program might be of interest to:

- Professionals with an interest in innovation.
- CEOs and department managers
- HR personnel at all levels
- Technical Experts

COURSE OUTLINE

DAY 1

Why does leadership matters in the innovation process?

- Definition
- Introduction and objectives
- Innovating in a fast-changing world
- Methodology of creative thinking
- The role of leadership in innovation
- References and resources

DAY 2

My leadership skills

- Identifying leadership skills
- What do you stand for?
- Forces conditioning us
- Learning how we have learned

DAY 3

Creating and Communicating a Shared Vision.

- Elements of a Shared Vision: "Who are we?"
- Elements of a Shared Vision: "Where do we come from?"
- Elements of a s Shared Vision: "Where are we headed?"
- Presenting your strategic vision

DAY 4

Analysis of a real project

- How To analyze
- Gathering Data
- Defining a Strategy - Examples
- How to Implement a Plan
- Self Assessment

DAY 5

Leading more senior stakeholders

- The challenges and skills of leading and managing upwards
- Communicating with senior stakeholders; building credibility
- Essential negotiation skills; knowing when and how to negotiate
- The role of networking skills; building and sustaining rapport
- Handling disagreements between senior stakeholders; the art of diplomacy
- Handling personality and style conflicts with more senior people

Registration form on the Training Course: Leadership and Innovation

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