



*Training Course:  
E-Technologies for Middle and Top Managers*

*21 July - 1 August 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: E-Technologies for Middle and Top Managers

Training Course code: MA9327 From: 21 July - 1 August 2025 Venue: Casablanca (Morocco) - New Hotel Training Course  
Fees: 7000 € Euro

### Course Objectives:

- Communicate organizational goals that get results
- Improve communication with your team and set expectations for yourself and your direct reports
- Adapt your leadership style to meet the needs of individual team members
- Apply delegation strategies to increase productivity and motivation
- Use effective coaching techniques to maximize your team's performance
- Fully understand your management roles and responsibilities

### Target Audience:

- If you are a Manager with up to 3 years of experience who wants to improve your management skills, this program is right for you.
- Typical participants are newly appointed Managers in different business units and departments Sales, Marketing, Operations, Accounting & Finance, HR, Manufacturing, etc

### Course Outlines:

#### Day 1:

- Performance Management
- Identify the challenges to effective performance management
- Understand and conduct performance planning, facilitation, and evaluation
- Practice the skill of setting goals, providing effective feedback and conducting alignment discussions
- Effective Communication
- Recognize what effective communication really is

#### Day 2:

- Understand the communication process
- Know the barriers that can cause derailment and misunderstanding
- Identify the relative importance of face-to-face communication
- Get a firm grasp of the five building blocks of managerial communication
- Learn to match the right communication method with your communication goal

#### Day 3:

- Identify the challenges and practices when communicating virtually
- Understanding and Appreciating Leadership: The Art of Influencing Others
- How to develop people, value differences and encourage honest communication
- Develop your leadership style to gain commitment from employees
- Match your leadership style to your developmental needs and task at hand

#### Day 3:

- Coaching for Performance
- How does coaching develop, enhance and achieve goals
- Know the requirements and importance of coaching
- Practice coaching and correcting difficult and challenging behaviors
- Identify the differences between coaching and discipline
- Creating a Motivational Climate

#### Day 4:

- Define motivation and your role in creating a motivational setting
- The cost of demotivation and disengagement
- Recognize important elements of the motivational process

- Create your own practice for building a motivational climate
- Delegation for Growth and Development

Day 5:

- Understand the different types of delegation
- Know the benefits and challenges of delegation
- Recognize your comfort with a delegation
- How to conduct an effective delegation conversation
- Practice your delegation skills

## Registration form on the Training Course: E-Technologies for Middle and Top Managers

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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:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

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

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
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