



*Training Course:
Transformational Leadership in Corporate
Strategy*

*14 - 18 July 2025
Casablanca (Morocco)
New Hotel*

Training Course: Transformational Leadership in Corporate Strategy

Training Course code: LS235664 From: 14 - 18 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

Transformational leadership is a cornerstone of modern corporate strategy, driving innovation and sustained growth through inspired vision and impactful decision-making. This program, designed by Global Horizon Training Center, equips leaders with the skills and tools necessary to navigate complex business environments and foster an adaptive, high-performing organizational culture. Participants will explore strategies to align corporate vision with team objectives, leveraging transformational principles to motivate and engage stakeholders effectively. With a focus on practical application and continuous improvement, this training program empowers leaders to achieve organizational excellence and long-term strategic success.

Objectives

- Understand the principles and practices of transformational leadership and their application in corporate strategy.
- Enhance decision-making and strategic planning skills to align with organizational goals.
- Develop techniques to inspire, motivate, and empower teams for peak performance.
- Learn how to navigate and lead through change and uncertainty effectively.
- Cultivate a corporate culture centered on innovation, collaboration, and accountability.

Methodology

- Interactive lectures with real-world case studies and discussions.
- Role-playing exercises to practice leadership scenarios.
- Group workshops for collaborative problem-solving and strategic planning.
- Self-assessment tools to evaluate leadership styles and areas for growth.
- Multimedia presentations and simulations for immersive learning.
- Expert-led Q&A sessions to address participants' unique challenges.

Organizational Impact

- Improved strategic alignment across departments and business units.

- Enhanced employee engagement, motivation, and productivity.
- Greater adaptability to industry changes and market dynamics.
- Strengthened leadership pipeline to ensure long-term organizational success.
- Increased innovation and collaboration for achieving strategic objectives.

Target Audience

- Senior executives and corporate leaders.
- Department heads and team managers.
- Strategy and business development professionals.
- HR leaders responsible for organizational development.
- Emerging leaders aspiring to senior leadership roles.

5-Day Detailed Outline

Day 1:

Foundations of Transformational Leadership

- Understanding transformational leadership vs. other leadership styles.
- Key characteristics of transformational leaders.
- The role of vision and purpose in corporate strategy.
- Building trust and credibility as a leader.
- Case studies: Successful transformational leadership examples.

Day 2:

Strategic Vision and Goal Alignment

- Crafting and communicating a compelling strategic vision.
- Aligning team objectives with organizational goals.
- Creating a culture of accountability and ownership.
- Tools for effective decision-making in uncertain environments.

- Collaborative strategies for cross-functional alignment.

Day 3:

Leading Through Change and Innovation

- Understanding the dynamics of organizational change.
- Techniques for overcoming resistance to change.
- Fostering innovation and creative problem-solving.
- Leading in diverse and multicultural teams.
- Case studies: Transformational leadership during major changes.

Day 4:

Motivating and Empowering Teams

- Emotional intelligence in leadership.
- Strategies to inspire and motivate employees.
- Effective delegation and empowering team members.
- Conflict resolution and building team cohesion.
- Leveraging feedback for continuous improvement.

Day 5:

Sustaining Leadership Excellence

- Developing a personal leadership development plan.
- Measuring the impact of transformational leadership on corporate performance.
- Creating a legacy: Mentoring and coaching future leaders.
- Sustaining transformational leadership in the face of challenges.
- Final workshop: Presenting a strategic leadership action plan.

Registration form on the Training Course: Transformational Leadership in Corporate Strategy

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

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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