



*Training Course:
Foundations for Business Leadership*

*4 - 8 August 2025
Casablanca (Morocco)
New Hotel*

Training Course: Foundations for Business Leadership

Training Course code: LS234948 From: 4 - 8 August 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction:

The program is designed to provide participants with a strong foundation in leadership and management, including key concepts, frameworks, and tools. The program will cover topics such as leadership styles, emotional intelligence, decision-making, and strategic thinking. Participants will have the opportunity to work on real-world challenges and apply the skills and knowledge acquired during the program to their own organizations.

Objectives:

- Understand the key concepts and frameworks of leadership and management
- Develop essential leadership skills such as emotional intelligence, strategic thinking, and decision-making
- Learn how to lead and manage effectively in a complex and changing business environment
- Understand the importance of ethics and social responsibility in leadership
- Learn to apply the concepts and frameworks to real-world challenges

Target Audience:

The program is designed for professionals who are looking to develop their leadership skills, including:

- Executives and managers at all levels
- High-potential employees
- Entrepreneurs
- Professionals transitioning into leadership roles

Outlines:

Day 1:

Introduction to leadership and management, including key concepts and frameworks

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- Overview of different leadership styles and the role of emotional intelligence in leadership.

- Understanding the importance of vision, values, and purpose in leadership.

Day 2:

Leadership styles and emotional intelligence, including the key skills for leading and managing effectively

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- Understanding the role of self-awareness, self-regulation, motivation, empathy, and social skills in emotional intelligence.
- Understanding the impact of emotional intelligence on leadership effectiveness and organizational performance.

Day 3:

Decision-making and problem-solving, including the key frameworks and tools for effective decision-making

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- Understanding the role of critical thinking, creativity, and rationality in decision-making.
- Understanding the impact of cognitive biases, emotions, and culture on decision-making.

Day 4:

Strategic thinking and planning, including the key skills for developing and implementing effective strategies

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- Understanding the role of scenario planning, SWOT analysis, and strategic options generation in strategic thinking.
- Understanding the impact of external factors, such as technology, politics, and economics, on strategic planning.

Day 5:

Ethics and social responsibility, including the importance of ethics and social responsibility in leadership, review and synthesis of key concepts and tools, action planning for leadership development and program evaluation.

- Ethics and social responsibility, including the importance of ethics and social responsibility in leadership.
- Understanding the role of stakeholder management, corporate governance, and corporate social responsibility in leadership.
- Review and synthesis of key concepts and tools, action planning for leadership development and program

evaluation.

Registration form on the Training Course: Foundations for Business Leadership

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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):
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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
Position:
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Personal E-Mail:
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Payment Method

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