



*Training Course:
Leadership & Communication Excellence:
Driving Organizational Success*

*21 - 25 July 2025
Casablanca (Morocco)
New Hotel*

Training Course: Leadership & Communication Excellence: Driving Organizational Success

Training Course code: LS235818 From: 21 - 25 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

Effective leadership and communication are the cornerstones of a thriving and high-performing organization. Leaders who can **inspire, influence, and communicate effectively** drive engagement, collaboration, and strategic success. This training program, **Leadership & Communication Excellence: Driving Organizational Success**, is designed to equip professionals with the essential leadership and communication skills needed to navigate challenges, foster a culture of innovation, and lead with confidence.

The program explores **modern leadership theories, interpersonal communication, and strategies to enhance workplace collaboration**. Participants will learn **how to engage teams, communicate with clarity, handle conflicts, and drive strategic objectives** through effective leadership. Special focus is given to **persuasive communication, emotional intelligence, and executive presence**, ensuring that participants leave with practical skills to elevate their leadership impact.

Through **interactive discussions, case studies, role-playing exercises, and self-assessments**, participants will enhance their ability to **lead with purpose, communicate with impact, and drive organizational success** in a dynamic business environment.

Target Audience

This program is ideal for:

- Senior executives and business leaders
- Department heads and team managers
- Project managers and supervisors
- HR and corporate trainers
- Professionals looking to enhance leadership and communication skills

Objectives

By the end of this training, participants will:

- Understand the **core principles of leadership** and its impact on organizational success.
- Develop **strategic communication skills** to inspire and influence stakeholders.
- Learn how to **communicate with clarity and confidence** in different professional settings.

- Enhance emotional intelligence EQ for improved leadership effectiveness.
- Master active listening, persuasion, and conflict resolution techniques.
- Strengthen executive presence and public speaking skills.
- Implement team motivation strategies and foster a culture of collaboration.

Outlines

Day 1:

The Foundations of Leadership & Communication

- Understanding leadership: Traits, styles, and approaches
- The link between leadership and effective communication
- The role of trust and credibility in leadership communication
- Leadership self-assessment: Identifying strengths and areas for growth
- Case study: Effective leaders and their communication styles

Day 2:

Strategic Communication for Leaders

- The power of storytelling in leadership communication
- Crafting clear and persuasive messages
- Active listening and empathetic communication techniques
- Influencing and engaging teams through strategic communication
- Practical exercise: Delivering impactful leadership messages

Day 3:

Emotional Intelligence & Conflict Management

- The role of emotional intelligence EQ in leadership success
- Self-awareness, self-regulation, motivation, empathy, and social skills
- Managing workplace conflicts and difficult conversations
- Dealing with resistance and overcoming communication barriers

- Role-playing: Handling challenging leadership scenarios

Day 4:

Public Speaking & Executive Presence

- Enhancing executive presence and confidence
- Overcoming public speaking anxiety
- Delivering compelling presentations with clarity and persuasion
- Techniques for effective verbal and non-verbal communication
- Practical exercise: Public speaking and feedback session

Day 5:

Leadership Communication in Action

- Leading high-performance teams through communication
- Coaching and mentoring for leadership development
- Effective communication in times of change and crisis
- Building a personal leadership communication strategy
- Final workshop: Creating a leadership and communication action plan

Registration form on the Training Course: Leadership & Communication Excellence: Driving Organizational Success

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

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