



*Training Course:
The Leadership Journey: Communication,
Innovation & Vision*

*24 - 28 August 2026
Casablanca (Morocco)*

Training Course: The Leadership Journey: Communication, Innovation & Vision

Training Course code: LS1023 From: 24 - 28 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

True leadership is an art form, requiring a combination of skills, vision, and dedication to master. While many people hold titles such as Manager, Team Leader, Supervisor, or Director, leadership is not just a title—it is a position that must be claimed and earned through action, influence, and vision. This course is designed for individuals who wish to elevate their leadership capabilities, focusing on communication, innovation, and vision.

In *The Leadership Journey: Communication, Innovation & Vision*, participants will learn how to lead teams, departments, or entire organizations with purpose and direction. The course provides practical techniques and methodologies used by great leaders throughout history, guiding participants on how to discover and harness their own leadership potential. This is more than just a leadership course—it is an exploration of the art of leadership, communication, and vision.

Objectives

By the end of this program, participants will be able to:

- Understand the real meaning and essence of leadership, beyond just a title.
- Master the art of communication and influence, becoming a powerful leader.
- Create and harness the power of vision and visualization to guide and inspire their teams.
- Motivate and inspire people, driving them toward success.
- Develop a magnetic personality that attracts and engages others.
- Generate momentum and urgency within themselves and others to achieve goals.

Target Audience

- **Senior Executives and Directors**
Leaders who wish to refine their leadership abilities, focusing on vision, innovation, and communication.
- **Middle and Senior Managers**
Managers who aim to elevate their leadership skills and inspire their teams to achieve higher performance.
- **Team Leaders and Supervisors**
Individuals in leadership roles who seek to deepen their influence, communication, and innovation strategies.
- **HR and Organizational Development Professionals**
HR leaders focused on developing future leaders within the organization.
- **Entrepreneurs and Business Owners**
Business owners looking to lead with vision, inspire teams, and foster a culture of innovation.
- **Aspiring Leaders and High-Potential Employees**
Emerging leaders looking to develop the foundational skills required to lead effectively.

5-Day Training Outline

Day 1: Leadership

- **What is True Leadership?**
 - Lessons from the past masters of leadership
 - Modern leadership and its impact on business success
 - Human behavior and its influence on leadership decisions
 - The new business reality and its impact on leadership
 - Understanding the comfort zone and overcoming limitations
 - Employee mentality vs. entrepreneurial spirit
 - The equalizer effect: How leaders level the playing field
 - Leaders vs. Managers: The core differences and implications
 - **Review of Day 1**

Day 2: Vision

- **The Power of Vision**
 - The strangest secret: The key to unlocking potential
 - How to create a compelling vision for your organization
 - Harnessing the power of visualization to achieve your vision
 - Understanding psycho-cybernetics and its connection to vision
 - Goal setting: Turning vision into reality through actionable goals
 - Building a mastermind group to support your vision
 - Positive mental attitude: Gaining power from a strong vision
 - Linking vision to mission and core organizational values
 - Vision timeline and the mathematical coaching model
 - **Review of Day 2**

Day 3: Communication

- **Effective Leadership Communication**
 - Discovering your personal communication style
 - Identifying and adapting to other people's communication styles
 - Motivating and influencing others through effective communication
 - The importance of body language in leadership
 - The 5 levels of listening and how to use them effectively
 - Advanced questioning techniques for deeper understanding
 - Selling your ideas and vision with confidence
 - How to get buy-in from others and make your vision their own
 - Excellence in communication: Selling your ideas with clarity and persuasion
 - **Review of Day 3**

Day 4: Innovation

- **Creating a Culture of Innovation**
 - How to foster a culture that encourages innovation within your team
 - Engaging your people to generate new ideas and solutions
 - Understanding the brain's role in creativity: Left brain vs. right brain
 - Creative thinking and problem-solving strategies

- Using suggestion boxes and reward criteria to stimulate innovation
- Balancing quantity and quality in innovation projects
- Sticky note innovation: A creative method for brainstorming
- Absolute vs. desirable criteria for evaluating innovative ideas
- Leveraging multi-disciplinary employees to enhance innovation
- Using innovation to reduce costs and improve business processes
- Review of Day 4

Day 5: Influencing Skills

- Building Leadership Influence
 - The relationship bank account: How to build trust with others
 - The 10 guaranteed deposits: How to increase trust and credibility
 - Confidence is king: Developing self-assurance and authority
 - The give-to-get ratio: How to balance giving and receiving in leadership
 - The fire within: Cultivating enthusiasm and passion for leadership
 - The BE. DO. GET model: Understanding the cycle of leadership action
 - The pipeline principle: How to maintain momentum and achieve results
 - Review of Day 5

Registration form on the Training Course: The Leadership Journey: Communication, Innovation & Vision

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

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