



*Training Course:
Managing & Motivating Towards Excellence*

*24 - 28 August 2026
Casablanca (Morocco)*

Training Course: Managing & Motivating Towards Excellence

Training Course code: PS1121 From: 24 - 28 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

To create high levels of customer satisfaction and achieve the organizational mission, organizations must become "One Big Team Working Together". Everyone must contribute to their ideas, working together as internal customers. This requires a radical shift in the "management" paradigm where leaders and professionals realize the importance of employee involvement in the management process i.e. the importance of encouraging and motivating employees to contribute their ideas as well as to harness the employees' potential, and adopt a major change of role.

In the post-Industrial "command and control" era, business demands a new breed of leader who couples technical skills with good people leadership - the ability to manage and motivate for excellence.

This seminar will enable the participants to:

- Manage and motivate their employees towards excellent performance.
- Learn to help their employees to harness their full potential towards excellence in the workplace.
- Understand employees' personal needs and motivate innovative thinking
- Apply knowledge of individual differences to motivate others
- Remove blocks to motivation and develop people skills to motivate others

Course Objectives

By the end of the program, participants will:

- Gain insights into their own strengths and weaknesses and leadership styles
- Be able to understand the emotional makeup of their teams, colleagues, and customers
- Have begun to develop leadership competencies and skills to motivate employees
- Understand and begin to practice innovative leadership
- Have built a foundation for continuous Improvement
- Be able to harness their employees' emotional intelligence to release creativity in the workplace
- Understand and practice key people skills to motivate towards excellence

Target Audience

This program is designed for:

- Managers, supervisors, and team leaders responsible for managing people and driving performance excellence.
- Leaders seeking to enhance their ability to motivate employees and build high-performing teams.
- HR and organizational development professionals focused on employee engagement and leadership development.
- Professionals transitioning into leadership roles who need to develop people management skills.
- Department heads and middle managers aiming to improve team productivity and workplace motivation.
- Individuals responsible for managing change, innovation, and continuous improvement within their teams.
- Business owners and executives who want to strengthen leadership effectiveness and organizational culture.

Course Outlines of Managing & Motivating Towards Excellence

DAY 1

Adopting the new organizational culture through understanding people

- Importance of perception
- Perception in the workplace
- Maximizing our perceptual ability
- Type & trait theories of human personality
- Understanding Personality styles
- Optimizing our personality strengths
- Removing emotional blind spots
- Appropriate self-disclosures

DAY 2

Motivating employees

- Understanding motivation
- Motivating ourselves and others
- Applying theories of motivation in the workplace
- How leaders can motivate employees
- Removing blocks to motivation

- The motivation for excellent performance
- Motivating a high-performance team
- The Art of Giving and Receiving Criticism

DAY 3

Motivating innovative & creative thinking in the workplace

- Psychological principles of creativity in the workplace
- Encouraging creativity for continuous improvement
- Convergent & divergent thinking
- Understanding and managing creative people
- Stages of the creative process: Preparation, Incubation, Illumination & Verification
- Transforming blocks to creativity
- Creativity for business breakthroughs
- Divergent Thinking Skills for Innovative Leadership

DAY 4

The new leader

- Psychological principles of leadership
- Theories of leadership
- Leadership for managing performance
- Transactional leadership & transformational leadership
- Visionary & competent leadership
- Developing leadership integrity
- Innovative leadership for excellent performance
- Being Prepared to Lead

DAY 5

Managing for Excellence

- Development of Vision, Mission, Key Goals and Key Processes
- Optimizing the leader's natural strengths
- Integrity & Compassion for Accountable Leadership
- Leadership for Performance Management
- Managing Change and getting others involved
- Leading by example
- Inspirational Leadership

Registration form on the Training Course: Managing & Motivating Towards Excellence

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