



*Training Course:
Certified Professional in Leadership and
Management (CPLM Exam Prep)*

*3 - 7 August 2026
Casablanca (Morocco)*

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Training Course code: LS235518 From: 3 - 7 August 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's rapidly evolving business landscape, effective leadership and management are more critical than ever. Organizations face complex challenges, including technological advancements, globalization, and a dynamic workforce, requiring leaders to possess a deep understanding of strategic management and the ability to drive innovation. The Certified Professional in Leadership and Management CPLM program is designed to meet these needs by providing a comprehensive framework to enhance leadership capabilities, refine management skills, and develop the strategic vision necessary to lead in diverse environments. This program goes beyond theoretical knowledge, focusing on transforming insights into practical, actionable strategies that can be implemented across various organizational contexts.

Over five intensive days, participants will engage in a learning experience that combines cutting-edge leadership theories with real-world applications. The program covers essential topics such as strategic thinking, team dynamics, communication, conflict resolution, innovation, and change management. Through interactive workshops, case studies, and practical exercises, participants will build a holistic understanding of effective leadership and management. By the program's end, participants will be well-prepared for the CPLM certification exam and equipped with the skills and confidence to lead teams with integrity, inspire innovation, and drive organizational success.

Objectives

- Develop strategic leadership and management skills.
- Enhance decision-making and problem-solving abilities.
- Improve team management and motivation techniques.
- Strengthen communication and conflict resolution skills.
- Foster innovation and change management within organizations.

Target Audience

- Mid to senior-level managers
- Team leaders
- Project managers

- Professionals aspiring to move into leadership roles

Outline

Day 1: Strategic Leadership and Management

Session 1: Understanding Leadership and Management

- Definition and importance of leadership and management.
- Differences between leadership and management.
- Leadership styles and their impact on organizational culture.

Session 2: Strategic Thinking and Planning

- Developing a strategic mindset.
- Tools and techniques for strategic planning.
- Aligning organizational goals with leadership strategies.

Session 3: Decision-Making and Problem-Solving

- The decision-making process and its challenges.
- Analytical tools for effective problem-solving.
- Case studies on strategic decision-making.

Day 2: Leading and Motivating Teams

Session 1: Team Dynamics and Development

- Stages of team development.
- Building high-performing teams.
- Roles and responsibilities of a team leader.

Session 2: Motivation and Employee Engagement

- Theories of motivation.
- Techniques for enhancing employee engagement.
- Creating a motivating work environment.

Session 3: Leadership in Diverse and Remote Teams

- Leading culturally diverse teams.
- Challenges and strategies for remote team management.
- Tools for effective remote communication and collaboration.

Day 3: Effective Communication and Conflict Resolution

Session 1: Communication Skills for Leaders

- The role of communication in leadership.
- Techniques for effective verbal and non-verbal communication.
- Overcoming communication barriers.

Session 2: Conflict Management and Resolution

- Identifying sources of conflict in the workplace.
- Conflict resolution styles and techniques.
- Facilitating difficult conversations and negotiations.

Session 3: Building Trust and Influence

- The importance of trust in leadership.
- Strategies to build and maintain trust.
- Influencing and persuading others effectively.

Day 4: Innovation and Change Management

Session 1: Leading Innovation

- Encouraging creativity and innovation within teams.
- Developing an innovative mindset.
- Case studies on successful innovation leadership.

Session 2: Change Management Strategies

- Understanding the change process.
- Leading teams through organizational change.
- Overcoming resistance to change.

Session 3: Implementing Change Initiatives

- Planning and executing change initiatives.
- Communicating change effectively.
- Measuring the impact of change on the organization.

Day 5: Leadership and Management Integration

Session 1: Ethical Leadership and Corporate Responsibility

- The role of ethics in leadership.
- Promoting corporate social responsibility.
- Balancing profit with ethical considerations.

Session 2: Personal Leadership Development

- Assessing personal leadership strengths and areas for improvement.
- Developing a personal leadership development plan.
- Lifelong learning and continuous improvement in leadership.

Session 3: Certification Review and Final Assessment

- Review of key concepts covered during the training.
- Preparation for the CPLM certification exam.
- Final assessment and feedback.

Registration form on the Training Course: Certified Professional in Leadership and Management (CPLM Exam Prep)

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