



*Training Course:
Authentic Leadership: Courage, Coaching, Ethics
& Building Strategies*

*6 - 10 July 2026
Casablanca (Morocco)*

Training Course: Authentic Leadership: Courage, Coaching, Ethics & Building Strategies

Training Course code: LS1140 From: 6 - 10 July 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

At the heart of leadership is trust. However, trust can quickly be undermined if subordinates and colleagues sense a leader is insincere, lacking in vision, or unwilling to take responsibility. This seminar focuses on the role the leader has in shaping the way the team and the wider organization reaches decisions, in resolving ethical dilemmas, and in developing effective leadership strategies.

Highlights include:

- Digging beneath the surface: values, beliefs, and emotions
- Building personal credibility
- Formulating a coherent and shared vision for the future
- Investing in team growth through coaching and development
- Resolving ethical dilemmas
- Building trust within and beyond the team
- Developing effective leadership strategies for long-term success

Objectives

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

- Understanding your personal leadership style
- Aligning individual, team, and organizational goals
- Setting out your personal brand
- Developing others with integrity
- Enhancing key interpersonal skills
- Maximizing long-term organizational outcomes
- Creating and implementing effective leadership strategies

Methodology

The seminar uses a range of approaches to learning, including experiential group activities, individual exercises, mini-case studies, and syndicate discussions. In addition to the existing methods, you will also engage in strategy-building exercises and workshops to apply leadership concepts practically.

Organizational Impact

Leaders who have the self-awareness and confidence to open themselves to colleagues and team members are better placed to win and retain trust, itself the bedrock of a positive organizational climate. By sharing and practicing different ways of establishing a compelling vision and developing effective strategies, participants will be better able to focus on the longer-term needs of the organization.

Personal Impact

This seminar will ask participants to challenge some of their preconceptions about themselves and their role as leaders. It will suggest a range of techniques for creating and sharing an authentic vision based on mutual trust and respect, and explore some alternative approaches to personal development, including strategy development.

Outlines

Day 1

Courage and Leadership

- Courage & self-knowledge
- Behaviour, values, and beliefs
- Leadership styles
- Limiting thoughts & behaviors
- Turning ideas into action
- Putting yourself on the line

Day 2

Displaying Authentic Leadership Behaviors

- Emotions & emotional intelligence
- Building rapport
- Affective contagion
- Developing others as leaders
- Influence, authority & power

Day 3

Developing Your Leadership Skills

- Creating a shared vision
- Communication skills
- Conflict management
- Personality and its ramifications
- Setting productive goals
- Thinking outside the box
- **Strategy Building Workshop:** Developing leadership strategies for long-term success

Day 4

Coaching for Peak Performance

- Coaching fundamentals
- Motivation & learning
- Feedback
- Empowering individuals & teams
- Creating a supportive environment
- Building high-performance teams

Day 5

Ethics

- Dealing with ethical dilemmas
- Ethics and leadership
- Guide to ethical decision-making
- Corporate integrity check-up
- Corporate social responsibility
- **Strategy Implementation:** Integrating ethical and leadership strategies for organizational success

Registration form on the Training Course: Authentic Leadership: Courage, Coaching, Ethics & Building Strategies

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