



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

*28 September - 2 October 2026
Casablanca (Morocco)*

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

Training Course code: LS1140 From: 28 September - 2 October 2026 Venue: Casablanca (Morocco) - Training Course
Fees: 4725 € Euro

Introduction

At the core of successful leadership lies trust—trust that is built on authenticity, integrity, and a clear sense of direction. A leader's ability to establish trust with subordinates and colleagues is vital, but trust can easily be undermined if the leader is perceived as insincere, lacking vision, or avoiding responsibility. This seminar focuses on enhancing the leader's role in shaping decisions, resolving ethical dilemmas, and developing strategies for long-term organizational success.

The seminar emphasizes the importance of personal credibility, coaching team growth, formulating a shared vision, and navigating ethical challenges. It provides practical leadership tools that help leaders foster trust, build cohesive teams, and create sustainable strategies for organizational success.

Course Objectives

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

- Identify and understand their personal leadership style.
- Align individual, team, and organizational goals for greater success.
- Develop and communicate a personal leadership brand based on integrity.
- Build trust within teams and across the organization.
- Enhance interpersonal communication and emotional intelligence skills.
- Formulate and implement effective leadership strategies for long-term success.
- Navigate ethical dilemmas and incorporate ethics into leadership decisions.
- Develop coaching techniques to empower teams and individuals for peak performance.

Target Audience

- Senior Leaders and Executives
- Managers and Team Leaders
- HR and Organizational Development Professionals
- Project Managers
- Professionals in Leadership Development Roles
- Individuals Aspiring to Senior Leadership Positions

5-Day Training Outline

Day 1: Courage and Leadership

- The role of courage in effective leadership
- Self-awareness and leadership identity
- Understanding personal values, beliefs, and behaviors
- Leadership styles and how to adapt to various situations
- Overcoming limiting thoughts and behaviors
- Transforming ideas into actionable plans
- Stepping up and leading with conviction

Day 2: Displaying Authentic Leadership Behaviors

- Emotional intelligence and its role in leadership
- Building rapport and trust with others
- Understanding emotional contagion in teams
- Developing leadership qualities in others
- Balancing influence, authority, and power
- Leading with authenticity and integrity
- Strategies for building influence and leading by example

Day 3: Developing Your Leadership Skills

- Creating and communicating a shared vision
- Enhancing communication and presentation skills
- Conflict management and resolution techniques
- Personality types and their influence on leadership
- Setting productive and measurable goals
- Thinking creatively and outside the box
- Strategy-building workshop: Developing leadership strategies for long-term success

Day 4: Coaching for Peak Performance

- Coaching fundamentals for leaders
- Motivation and the psychology of learning
- Providing effective feedback to drive growth
- Empowering individuals and teams through coaching
- Building high-performance teams
- Creating a supportive and collaborative work environment
- Developing the skills of coaching others to leadership

Day 5: Ethics in Leadership

- Navigating ethical dilemmas in leadership roles
- Corporate integrity and social responsibility
- Frameworks for ethical decision-making
- Leading with ethics and integrity in organizational strategy
- Building and sustaining trust through ethical leadership
- Integrating ethics and leadership strategies for organizational success
- Action planning and commitment to ethical leadership

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

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