



*Training Course:
Achieving Creative Entrepreneurship, and
Leadership*

*1 - 5 February 2027
Casablanca (Morocco)*

Training Course: Achieving Creative Entrepreneurship, and Leadership

Training Course code: LS235060 From: 1 - 5 February 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725
€ Euro

Introduction:

In today's information-driven world, with rapid technological advancements, managing and utilizing information effectively has become a key challenge. The modern digital age has transformed how we organize, classify, and access information. Information and communication technologies have penetrated every social, scientific, and human domain, becoming fundamental to maximizing human potential. Leaders who can harness the power of information, technology, and creativity will be the drivers of innovation and administrative excellence. This programme focuses on developing creative leadership skills to inspire change, foster innovation, and lead organizations to success.

Objectives:

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

1. Enhance Creative Leadership Skills: Develop the ability to inspire, motivate, and lead with creativity.
2. Improve Creative Thinking: Sharpen creative thinking and innovation capabilities.
3. Achieve Creative Leadership in Practice: Learn how to apply creative leadership techniques to real-world challenges.
4. Adapt to Change: Improve the ability to deal with changes and challenges in dynamic work environments.
5. Promote Teamwork: Cultivate collaboration and cooperative behaviors within teams.
6. Leverage Technology: Understand the role of technology and the information revolution in fostering innovation and excellence.

Target Audience:

- Department Managers: Individuals who oversee departments and are responsible for achieving organizational goals.
- Assistant Managers: Those supporting managerial roles and looking to improve leadership and creative thinking skills.
- Executive and Advisory Roles: Individuals in executive, advisory, and decision-making positions.
- Administrative Officials: Professionals responsible for administrative functions in various departments and locations.
- Heads of Departments: Senior leaders responsible for strategic direction and decision-making in organizations.
- Anyone Seeking Personal and Professional Growth: Individuals interested in developing their leadership skills and adapting to the rapidly changing business landscape.

Training Program Outline:

Day 1: Capabilities and Power

- Education, Motivation, and Expectation Setting: How to inspire and motivate teams.
- Cause and Effect Techniques: Using proven success strategies.
- Building Self-Esteem and Competence: Understanding personal value and competence.
- Positive Thinking vs. Positive Knowledge: Shifting mindset for success.
- Practical Sessions: Immediate ideas for boosting performance.

Day 2: Responsibility, Accountability, and Excellence

- Personal Leadership: Taking initiative as a key to personal leadership.
- The Law of Attraction: Harnessing positive energy for growth.
- Developing a Positive Attitude: Building professional development through attitude.
- Personal Excellence and Job Security: Why outstanding performance leads to success.
- Customer Focus and Quality: Understanding customer satisfaction and exceeding expectations.

Day 3: Focus, Service, and Satisfaction

- The Power of Focus: Achieving maximum performance through focus and self-discipline.
- The 80/20 Rule: Prioritizing important tasks for optimal results.
- Customer Satisfaction: The importance of service in business success.
- Service Standards and Speed: Setting and maintaining high service standards.
- Exceeding Expectations: Going the extra mile for customer satisfaction.

Day 4: Collaboration, Communication, and Innovation

- Success through Collaboration: How working together leads to advancement.
- Effective Communication: Building rapport and listening to understand.
- Motivating Innovation: Understanding innovation and continuous improvement Kaizen model.
- Creative Problem-Solving: Applying creative thinking to overcome obstacles.
- Encouraging Adaptive Thinking: Shifting from mechanistic to adaptive thought processes.

Day 5: Personal and Professional Development, Integrity, and Ethics

- Self-Development: How continuous learning and self-improvement lead to career success.
- Knowledge as Wealth: The value of practical knowledge and lifelong learning.
- Integrity and Ethics in Leadership: Maintaining integrity as a cornerstone of professional success.
- Defining Ethical Conduct: How ethical practices enhance leadership credibility and build trust.

Registration form on the Training Course: Achieving Creative Entrepreneurship, and Leadership

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

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Address:
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Full Name (Mr / Ms / Dr / Eng):
Position:
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Personal E-Mail:
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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