



*Conference:*  
*Inspirational Leadership: Strategy, Change and Culture*

*19 - 23 July 2027*  
*Madrid (Spain)*

## Conference: Inspirational Leadership: Strategy, Change and Culture

Conference code: CO8016 From: 19 - 23 July 2027 Venue: Madrid (Spain) - Conference Fees: 6300 € Euro

### Introduction

This program focuses on developing inspirational leadership skills that drive organizational performance through vision, trust, and employee engagement. It explores how leaders shape culture, align strategy with organizational goals, and motivate people toward shared success. Participants will gain practical tools to strengthen leadership impact, communicate a compelling vision, and lead effective change within their organizations.

### Objectives

- To build an organizational vision and identify the values which underpin the vision.
- To identify the behaviors which build trust and influence.
- To understand and demonstrate in practice the skills of inspirational leadership.
- To understand organizational culture and how it impacts performance.
- To ensure that strategy and culture are aligned to impact the organization positively.
- To establish a "grounded" change management plan to meet the needs of the global environment.

### Target Audience

This program is designed for:

- Senior and middle managers
- Team leaders and supervisors
- Executives and organizational development professionals
- HR and talent development specialists
- Project and change managers
- Individuals responsible for leading teams and driving organizational performance

### Outlines

#### Day 1

##### Inspirational Leadership and Culture

- The shadow of the leader
- How leaders impact the culture and climate of an organization
- Organizational culture what is it and why so important?
- Using McKinsey's 7 S tool to analyze the organization
- What features can I identify in my organizational culture?
- Does our culture support the vision and strategy? Identify areas for potential change

#### Day 2

## Strategy and the Organisation

- How does the global environmental impact our business?
- Current status: SWOT analysis
- The strategy it support and the vision Porter 5 forces on strategy: impact and outcomes
- Customer drive strategy. Do we meet their needs?
- Future projections of need and planning
- Strategy tree: ensuring alignment

## Day 3

### Leading the Strategic Vision

- Building an organizational vision
- Behaviors, values, and stakeholders to support the vision
- The leadership qualities that will deliver the vision
- Two fundamental questions on leadership
- Inspiring others
- My leadership challenge

## Day 4

### Inspirational leadership: future action and intent

- The anatomy of leadership
- Inspiring by creating meaning: building a compelling vision
- Inspiring through communication: elevator speech
- Inspiring through trust
- Inspiring by engaging your people
- Action planning and review

## Day 5

### Generating Momentum and Leading Change

- Led strategic and cultural change
- Models of change
- Planning for change: Kotter's Eight Stage model
- Gaining support
- Overcoming resistance
- Addressing individual resistance. Winning hearts and minds

## Registration form on the Conference: Inspirational Leadership: Strategy, Change and Culture

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

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