



SCANDINAVIAN ACADEMY
For Training and Development



Course: Leadership Communication & Interpersonal Skills Leadership through Self Mastery

Code	City	Hotel	Start	End	Price	Language - Hours
420	Marrakesh (Morocco)	Hotel Meeting Room	2025-03-30	2025-04-03	3450 €	En - 25

Introduction

Self-mastery is not achieved by accident - it is a process that occurs as we interact effectively with the events and circumstances of our lives. Each moment of our lives provides an opportunity to practice self-mastery by expanding our visions, awakening the faculties of our minds and our hearts, and assuming full responsibility for living, growing, and contributing. As we master our own emotions, we can enhance our ability to lead others, acting as a role model and someone others would truly wish to follow. Through this programme you will learn a great deal about yourself - how you think, how you perceive the world and how others perceive you, how you communicate and how you can enrich your communication skills - and through that process you will learn how to lead others with great skill.

In this course we will cover:

- How to take charge of your brain
- The importance of a powerful vision coupled with personal integrity
- The development of communication skills
- The advancement of leadership capability
- The improvement of influencing abilities

Objectives

- Study effective management of our thoughts, beliefs, focus and action



- Understand the impact of our values on our actions
- Consider how to build confidence, enthusiasm and courage
- Explore methods of improving communication
- Examine how to enhance personal leadership skills
- Analyze the public face of the leader

Training Methodology

This programme consists of five modules containing lecture content, skill assessments, participative discussions, video presentations and delegate exercises in order to create high impact training. The program is designed to be dynamic and highly interactive as well as educational. The primary focus is to provide delegates with concepts and methods which they can put to immediate use in the workplace.

Organisational Impact

- More effective employees
- Strengthened employee focus on goal achievement
- Improved organizational communications
- Enhanced employee leadership skills
- Increased levels of motivation
- Higher levels of productivity

Personal Impact

- Sharper focus on valuable goals
- Greater self understanding
- Increased ability to achieve success
- Improved communication skills
- Enhanced leadership skills
- Greater levels of personal productivity



SEMINAR OUTLINE

DAY 1

Who Do You Think You Are? Self-Mastery, Reality and Responsibility

- Taking charge of your brain
- Reaching success based upon your paradigm
- Understanding the emotional loop
- Gaining power and freedom by taking responsibility
- Analyzing the power of beliefs
- Utilizing emotion to drive action
- Directing your focus
- Understanding visual, auditory and kinesthetic sub modalities

DAY 2

Vision and Integrity

- Analyzing the impact of values on your vision
- Understanding how your values impact your purpose
- Designing your destiny with the power of vision
- Creating a powerful vision
- Operating with personal integrity
- Achieving positive self-renewal
- Building self confidence
- Harnessing the power of enthusiasm
- Strengthening your courage

DAY 3



Advanced Communication Skills

- Communicating with intention
- Breaking negative patterns
- Understanding the communication process
- Creating effective oral communication
- Understanding the relationship of verbal and nonverbal communication
- Utilizing active listening techniques
- Dealing with difficulties in communication
- Analyzing communication styles: aggressive, passive and assertive

DAY 4

Leadership

- Understanding the importance of emotional intelligence
- Developing self-awareness, motivation, empathy and social skills
- Moving to a new model of empowerment
- Recognizing 21st century leadership skills
- Interpreting institutional and interactive leadership
- Comprehending the difference between leadership and management
- Utilizing effective situational leadership
- Learning the 4 Es of leadership at GE: energy, excite, edge and execute
- Evaluating the leadership secrets of Jack Welch
- Investigating theories of motivation

DAY 5

The Public Face of the Mature Leader



- Making successful presentations
- Influencing through appeal to achievement of a vision
- Influencing through the utilization of logic
- Influencing through a genuine people orientation
- Displaying personal power in communications
- Overcoming the failure mechanism
- Running productive meetings
- Reviewing the course



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.