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LEADERSHIP IN ACTION

Moving Beyond What Leaders Need To Do...To What Leaders Actually Do!



Basem Al Attar
Led by Award-Winning
Leadership Master Trainer



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The course material and discussion
will be in English, with Arabic
facilitation when necessary

COURSE INFORMATION

COURSE OVERVIEW

Leadership is one of the most researched and written about topics in the business world. However:

- How do you transfer the wealth of knowledge out there into practical step-by-step actions that yield results?
- How do you motivate and inspire your team?
- How do you achieve clarity and focus on the critical issues that may have long-term impact?
- How do you make difficult decisions that strike a balance between human relations and pragmatism?
- How do you change an organisation's culture and develop new standards of performance?

Using a hands-on, practice-based approach, this five-day course provides you with the tools, techniques and skills required to enable your knowledge and experience as a leader to successfully work for you and your organisation.

COURSE METHODOLOGY

The course methodology is very practice-focused. You will gradually develop a 'Five Point Plan' that draws on your learning throughout the course. This will include your area of responsibility within your organisation, your personal skillset, and areas of development for your team. You will be able to use your plan immediately to deal with your organisation's challenges, achieve your short-term goals, and realise your long-term vision.

In addition, a range of case studies will be used to examine different leadership styles and challenges. World leaders such as Nelson Mandela, Mahatma Gandhi, Winston Churchill and Barack Obama, as well as some of the prominent figures of the business world including Henry Ford, Steve Jobs and Jeff Bezos, will help attendees explore leadership skills such as making difficult decisions, motivation and conflict resolution.

WHO SHOULD ATTEND

If you are a company Director, Manager, or Team Leader who is responsible for managing others and achieving organisational results, you will find this training extremely beneficial. Seasoned Managers and first-time Leaders will gain insights and find an opportunity to practise the skills and tools required to lead their organisation, while fostering a healthy work environment and relationship with their peers.

KEY REASONS TO ATTEND THIS COURSE:

1. **Situational Leadership:** Discover your natural leadership style and develop alternative styles for different situations
2. **Personality Theory:** Motivate and inspire individuals in your team and utilise their talents
3. **The Five Finger Plan:** Practise a simple yet powerful planning technique that clarifies your goals and underlines your team's objectives
4. **Strategic Planning:** Develop a vision for your organisation by investigating and evaluating your true strengths and opportunities

REQUIREMENTS AND CERTIFICATES

Delegates must meet two criteria to be eligible for an Informa/CPD Certificate of Completion for a course:

- Satisfactory attendance – delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course exam
- Successful completion of the course assignment.

Delegates who do not meet these criteria will receive an Informa Certificate of Attendance. If delegates have not attended all sessions, the Certificate will clearly state the number of hours attended.

COURSE SCHEDULE

The course will commence at 10:30 and end at 16:00 GST (GMT+4). There will be short refreshment breaks and an hour long lunch break at 12:45.

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MEET YOUR COURSE EXPERT



Basem Al Attar

*People Development Strategist
and Award-Winning Trainer*

Basem Al Attar is an award-winning leadership development strategist who has coached and trained CEOs, members of royalty, law enforcement officers and business directors from a range of industries.

He is the winner of the Asia Pacific Strategic Leadership Award, the World HRD Congress Global HR Leadership Award and his leadership development programmes have been recognised as the Best in Training and Organisation Development by the Asian Leadership Awards. He has also chaired and regularly presented keynotes in the HR Summits in Cairo, Riyadh, Muscat, Mumbai, and Dubai.

Basem is a member of the International Training and Consulting Academy, the International Training and Consulting Academy, the International NLP Trainers Association, and is a Certified Practitioner of Change Work.

Basem works with people from more than 50 different countries around the world, including the Middle East. He excels at identifying individual and unique needs of each group he addresses, which is why participants often describe his workshops as "lifechanging" events. His practical, personalised style coupled with his innovative approach to practice and exercises has made him one of the most in-demand consultants working in the Middle East today.

ABOUT CPD UK



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The CPD Certification Service



CPD is the term used to describe the learning activities professionals engage in to develop and enhance their abilities and keep skills and knowledge up to date. This course is an accredited Continuing Professional Development (CPD) training which means it meets CPD standards and benchmarks. The learning value has been scrutinised to ensure integrity and quality.

Established in 1996, The CPD Certification Service is the independent CPD accreditation centre working across all sectors, disciplines and further learning applications and supports policies of institutional and professional organisations globally.

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"Mr. Basem's background in leadership is so rich. He skillfully transferred his knowledge to the attendees. I was impressed by Basem's style and got all the benefits [that] I could from the course."

Director General – Eastern Province, Saudi Food and Drug Authority, KSA

COURSE OUTLINE

LEADERSHIP SELF EVALUATION

- The FIVE essential skills of outstanding leaders
- Leadership styles:
 - Asking vs. telling
 - Options vs. procedures
 - Micro vs. macro management
 - The Situational Leadership Model:
 - Directing
 - Coaching
 - Delegating
 - Supporting
 - Identifying your natural leadership style:
 - Understanding where your style works
 - Understanding where your style does not work

DEVELOPING STRATEGY

What is 'strategy'?

- Using strategy in our everyday life
- Making purposeful strategic decisions
- Methods of strategic analysis:
 - The Balanced Scorecard
 - Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis
 - Political, Economic, Social and Technological (PEST) analysis
- Formulating a vision for the future
- Planning for strategy deployment:
 - Turning your strategy into measurable objectives
 - The Five Finger Approach:
 - Key result areas
 - Key Performance Indicators (KPIs)
 - Maintaining strategic focus

EMPLOYEE ENGAGEMENT

- Why is employee engagement essential for strategy execution?
 - Defining engagement
 - Evaluating your employee engagement
- The Engagement Module:
 - Understanding employee values:
 - Control, achievement and affiliation
 - Job satisfaction and contribution to values
 - Connecting operational tasks to vision, mission and values
- Behavioural reinforcement and reward:
 - Positive vs. negative reinforcement
 - Intrinsic vs. extrinsic reward
 - Delegating for increased intrinsic reward

DEVELOPING PERSUASION AND INFLUENCE

- The Case, Action, Result (CAR) Communication Model:
 - Developing trust and authority
 - Setting clear compelling goals
 - Influencing people rationally and emotionally
- The Feedback Sandwich
- Understanding office politics:
 - Supporters and resisters
 - Alliances and stakeholders
 - Building positive identities
 - The Favour Bank

RESOLVING CONFLICT AND HANDLING OBJECTIONS

- Emotions and performance
- The Feel-Felt-Found Formula
- Coaching and counselling:
 - Establish, explore, eliminate
- Association vs. disassociation
- Making tough decisions:
 - Direct vs. indirect cost
 - Decision-making strategies
 - Short vs. long-term perspective

MANAGING PERFORMANCE

- Balance the THREE key performance areas:
 - Character
 - Behaviour
 - Results
- Defining performance standards
- Tools for measuring performance
- The Five Finger Approach
- Defining key results area
- Delegating for development
- Setting goals and performance indicators
- Balancing support and accountability
- Creating a high-performance culture

CLOSING

- Your immediate Action Plan
- Certificate Ceremony



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LEADERSHIP IN ACTION

Course	Final Fee
LEADERSHIP IN ACTION	US\$ 2,190

Pricing excludes 5% VAT, charged where applicable.

WAYS TO REGISTER

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