



# **Driving Performance through Innovation, Leadership, and Change**

18 - 22 Aug 2025  
Casablanca



# Driving Performance through Innovation, Leadership, and Change

**Ref.:** 36263\_19793 **Date:** 18 - 22 Aug 2025 **Location:** Casablanca **Fees:** 4100 **Euro**

## Course Overview:

The course is designed to equip professionals with the essential skills needed to thrive in today's dynamic business environment. This complete course focuses on cultivating innovative behaviours, emphasizing why culture matters, and understanding the limits of hierarchies. Participants will learn to become masters of organizational jujutsu, grasp the importance of feedback and failure in innovation, and explore innovation management. Through open organizations training, open leadership principles, and fostering community and employee investment, the course aims to create inclusive environments where leadership and innovation thrive. Strategic thinking and planning, both at the business and corporate levels, will be covered to enhance strategic competitiveness. Effective performance management, strategic goals integration, and continuous improvement will also be key components of the training.

## Target Audience:

- Senior Executives
- Team Leaders
- Innovation Officers
- HR Professionals
- Change Management Consultants
- Strategic Planners
- Senior Planning Specialist

## Targeted Organizational Departments:

- Innovation and R&D
- Human Resources
- Strategic Planning
- Operations
- Marketing
- IT and Digital Transformation

## Targeted Industries:

- Technology
- Healthcare
- Finance
- Manufacturing
- Retail
- Logistics and Transportation

## Course Offerings:

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

- Foster innovative behaviours and understand why culture matters
- Navigate the limits of hierarchies and master organizational jujutsu
- Implement effective feedback mechanisms and manage innovation
- Lead open organizations and promote employee investment
- Formulate and execute strategic plans at the business and corporate levels
- Design and integrate performance management systems
- Lead change initiatives and communicate effectively

## Training Methodology:

The training methodologies include interactive sessions, case studies, group work, and feedback sessions. Participants will engage in hands-on exercises to apply strategic planning, innovation management, and performance management techniques. Reflection and review sessions will be held daily to consolidate learning and provide actionable insights.

## Course Toolbox:

- Complete workbooks
- Strategic planning templates
- Innovation management checklists
- Feedback and assessment forms

## Course Agenda:



## Day 1: Open Leadership and Innovation

- **Topic 1:** Defining 'What it means to be an open leader'
- **Topic 2:** Understanding 'What the community has taught me about open organizations'
- **Topic 3:** Learning 'Why your people need to collide more, not less'
- **Topic 4:** Discussing 'Why aren't we more invested in our work?'
- **Topic 5:** Strategic Management and Strategic Competitiveness
- **Reflection & Review:** Reflect on leadership and innovation training, and how it promotes more open, inclusive environments.

## Day 2: Setting the Strategic Foundation

- **Topic 1:** Strategic Management and Strategic Competitiveness  
A deep dive into the strategic planning course which guides businesses towards achieving strategic competitiveness.
- **Topic 2:** The External Environment  
Understanding the strategic thinking and planning course concepts that explore opportunities, threats, industry competition, and competitor analysis.
- **Topic 3:** The Internal Organization  
Tapping into strategic planning training to analyze resources, capabilities, core competencies, and competitive advantages.
- **Reflection & Review:** A session for reflecting on the day's learnings with a focus on training for strategic planning.

## Day 3: Strategy Formulation: Building Blocks

- **Topic 1:** Business-Level Strategy  
A strategic business planning course perspective on crafting unique strategies at the business level.
- **Topic 2:** Competitive Rivalry and Dynamics  
An engaging strategic planning and execution course that covers rivalry aspects and their implications.
- **Topic 3:** Corporate-Level Strategy  
Incorporating strategic planning training courses principles to formulate strategies at the corporate level.
- **Reflection & Review:** Discussing key insights from the strategic thinking and planning training.

## Day 4: Implementing Performance Management Systems

- **Topic 1:** Key Components of Effective Performance Management
- **Topic 2:** Designing Performance Management Processes and Tools
- **Topic 3:** Integrating Performance Management with Strategic Goals
- **Topic 4:** Addressing Performance Issues and Fostering Continuous Improvement
- **Reflection & Review:** Workshop: Designing a Performance Management Framework



## Day 5: Leadership, Communication, and Change Management

- **Topic 1:** Leading Change and Strategic Initiatives
- **Topic 2:** Effective Communication Strategies for Executives
- **Topic 3:** Building a Culture of Accountability and Continuous Improvement
- **Topic 4:** Personal Development Plan: Setting Goals for Leadership Growth
- **Reflection & Review:** Closing Workshop: Integrating Learning into Leadership Practice

## How This Course is Different from Other Driving Performance Courses:

The course stands out by offering a unique blend of strategic planning, innovation management, and performance management training. The course emphasizes the importance of culture in fostering innovation, understanding the limits of traditional hierarchies, and mastering organizational jujutsu. It provides a complete approach to open leadership and community engagement, highlighting the significance of employee investment and inclusive environments. Unlike other courses, this program integrates real-world scenarios and hands-on exercises, ensuring practical application of strategic and innovative concepts. Participants will benefit from a holistic learning experience that addresses both the human and technical aspects of driving performance and change.

# Training Course Categories



**Finance and  
Accounting Training  
Courses**



**Agile PM and Project  
Management Training  
Courses**



**Certified Courses By  
International Bodies**



**Communication and  
Public Relations  
Training Courses**



**Data Analytics Training  
and Data Science  
Courses**



**Environment &  
Sustainability Training  
Courses**



**Governance, Risk and  
Compliance Training  
Courses**



**Human Resources  
Training and  
Development Courses**



**IT Security Training & IT  
Training Courses**



**Leadership and  
Management Training  
Courses**



**Legal Training,  
Procurement and  
Contracting Courses**



**Maintenance Training  
and Engineering  
Training Courses**





# Training Course Categories



**Marketing, Customer Relations, and Sales Courses**



**Occupational Health, Safety and Security Training Courses**



**Oil & Gas Training and Other Technical Courses**



**Personal & Self-Development Training Courses**



**Quality and Operations Management Training Courses**



**Secretarial and Administration Training Courses**



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## Training Cities



**Accra - Ghana**



**Amman - Jordan**



**Amsterdam - Netherlands**



**Baku - Azerbaijan**



**Bali - Indonesia**



**Bangkok - Thailand**



**Barcelona - Spain**



**Cairo - Egypt**



**Cape town - South Africa**



**Casablanca - Morocco**



**Chicago - USA**



**Doha - Qatar**



**Dubai - UAE**



**Geneva - Switzerland**



**Istanbul - Turkey**



**Jakarta - Indonesia**



# Training Cities



**Johannesburg -  
South Africa**



**Kuala Lumpur -  
Malaysia**



**Langkawi -  
Malaysia**



**London - UK**



**Madrid - Spain**



**Manama - Bahrain**



**Milan - Italy**



**Munich - Germany**



**Nairobi - Kenya**



**Paris - France**



**Phuket - Thailand**



**Prague - Czech  
Republic**



**Rome - Italy**



**San Diego - USA**



**Sharm El-Sheikh -  
Egypt**



**Tbilisi - Georgia**



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## Training Cities



**Tokyo - Japan**



**Trabzon - Turkey**



**Vienna - Austria**



**Zanzibar - Tanzania**



**Zoom - Online  
Training**

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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