Strategic Influence for Women in Leadership Training Course

30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #IS2399_288962

Course Introduction / Overview:

This intensive training course is designed to empower women to harness their unique strengths and ascend to leadership roles with confidence and impact. In today's dynamic corporate landscape, effective leadership transcends traditional authority; it requires strategic influence, authentic communication, and profound self-awareness. This program moves beyond theoretical concepts to provide actionable strategies for navigating complex organizational dynamics, building a powerful executive presence, and overcoming systemic barriers. Drawing on contemporary leadership theories, including the work of renowned researcher Brené Brown on vulnerability and courage as detailed in her book "Dare to Lead", this course provides a framework for leading with authenticity and resilience. Participants will explore how to build confidence, master negotiation, and cultivate a strong professional network. BIG BEN Training Center has meticulously crafted this curriculum to address the specific challenges and opportunities women face in their leadership journeys, ensuring a transformative learning experience that fosters both personal growth and professional advancement. This is more than a training program; it is a catalyst for developing the next generation of influential women leaders who can drive meaningful change within their organizations and industries.

Target Audience / This training course is suitable for:

- Aspiring female leaders and high-potential employees.
- Mid-level to senior female managers seeking to enhance their influence.
- Women entrepreneurs and business owners.
- Team leaders and project managers.
- Women returning to the workforce aiming for leadership positions.
- Professionals in any field looking to develop their leadership capabilities.

Target Sectors and Industries:

- Technology and Information Technology.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Education and Academia.
- Governmental agencies and non-profit organizations.
- Engineering and Manufacturing.

Target Organizations Departments:

- Human Resources and Talent Management.
- Operations and Supply Chain.
- Marketing and Communications.
- Sales and Business Development.
- Project Management Office (PMO).
- Finance and Accounting.
- Research and Development.
- Customer Service and Client Relations.

Course Offerings:

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

- Develop a strong and authentic leadership identity.
- Master advanced communication and persuasion techniques.
- Build unshakable confidence and a compelling executive presence.
- Navigate complex workplace politics and organizational dynamics effectively.
- Lead high-performing teams with clarity and empathy.
- Employ strategic negotiation skills to achieve desired outcomes.
- Overcome imposter syndrome and internal barriers to success.
- Cultivate a powerful professional network of allies and mentors.
- Champion diversity and inclusion initiatives within their organizations.
- Create a personalized action plan for career advancement.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course utilizes a blended learning approach that combines expert-led presentations with highly interactive and experiential activities. We believe that leadership skills are best developed through practice, reflection, and feedback. Therefore, the program heavily features role-playing scenarios, real-world case study analysis, and group discussions that allow participants to apply concepts in a safe and supportive environment. Interactive workshops will focus on building practical skills such as public speaking, negotiation, and conflict resolution. Participants will engage in peer-to-peer coaching and feedback sessions, fostering a strong network of support that extends beyond the classroom. Self-assessment tools and reflective journaling will be used to enhance self-awareness and track personal growth throughout the five days. Our expert facilitators create a dynamic learning atmosphere where participants are encouraged to share experiences, challenge assumptions, and co-create solutions to real-world leadership challenges, ensuring that the learning is both relevant and immediately applicable to their professional roles.

Course Agenda (Course Units):

Unit One Foundations of Authentic Leadership

- Defining your personal leadership philosophy.
- Understanding the nuances of gender in leadership roles.
- Conducting a comprehensive SWOT analysis of your leadership skills.
- Overcoming imposter syndrome and self-limiting beliefs.
- Leveraging emotional intelligence for effective leadership.
- The role of vulnerability and courage in modern leadership.
- Setting clear, actionable goals for your leadership journey.

Unit Two Building Confidence and Executive Presence

- Mastering confident and assertive communication styles.
- Developing powerful body language and non-verbal cues.
- Crafting and delivering impactful presentations.
- Managing your professional brand and online presence.
- Techniques for thinking on your feet and handling difficult questions.
- Cultivating gravitas and a commanding leadership presence.
- Receiving and implementing constructive feedback gracefully.

Unit Three Strategic Influence and Persuasion

- The psychology of persuasion and influence.
- Mapping key stakeholders and understanding their motivations.
- Building strategic alliances and coalitions.
- Advanced negotiation tactics for win-win outcomes.
- Communicating your vision to inspire action and buy-in.
- Influencing without formal authority.
- Presenting data and arguments persuasively to senior management.

Unit Four Navigating Organizational Dynamics

- Understanding and navigating workplace politics ethically.
- Strategies for effective conflict resolution and mediation.
- Building and leveraging a powerful professional network.
- Identifying and securing mentors and sponsors.
- Managing difficult conversations with colleagues and superiors.
- Becoming a visible and valued contributor within your organization.
- Championing change and innovation from any position.

Unit Five Leading with Impact and Long-Term Vision

- Developing a strategic mindset for future-focused leadership.
- Techniques for leading and motivating diverse teams.
- Delegating effectively to empower your team members.
- Fostering a culture of inclusivity and psychological safety.
- Strategies for work-life integration and preventing burnout.
- Creating a personal leadership development and career advancement plan.
- Final capstone project presentation and peer feedback session.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can authentic leadership challenge and reshape traditional corporate structures that were not originally designed with women leaders in mind?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond generic leadership advice to address the specific, nuanced challenges and opportunities women encounter in their professional lives. While many programs focus on adopting traditionally masculine leadership traits, our curriculum, inspired by the work of academics like Brené Brown, champions authenticity and courage as foundational strengths. We provide a psychologically safe and collaborative environment where participants can openly discuss sensitive topics like imposter syndrome, unconscious bias, and work-life integration without judgment. The methodology is deeply practical, prioritizing interactive role-playing, peer coaching, and personalized feedback over passive lectures. Participants will not just learn about negotiation theory; they will practice it in realistic scenarios tailored to their industries. The course culminates in the creation of a tangible, personalized leadership action plan, ensuring that the insights gained are translated into concrete career strategies. It is this unique combination of a research-backed, gender-aware curriculum and a highly experiential, supportive learning environment that empowers participants to enact immediate and lasting change in their leadership approach.