Advancing Women in Leadership and Management Training Course

28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #MA5749_295347

Course Introduction / Overview:

This intensive training course is designed to address the unique challenges and opportunities women face in ascending to and excelling in leadership and management positions. In today's competitive landscape, fostering gender diversity in leadership is not just a matter of equity but a strategic imperative for organizational success. This program moves beyond generic management theories to provide targeted strategies, practical skills, and a supportive framework for female professionals. Drawing upon seminal research in the field, such as the work of Alice H. Eagly and Linda L. Carli in their book "Through the Labyrinth: The Truth About How Women Become Leaders," the course explores the complex dynamics of workplace navigation. Participants will deconstruct societal and internal barriers, including unconscious bias and imposter syndrome, while building a powerful leadership identity. BIG BEN Training Center has meticulously crafted this curriculum to equip participants with the tools for strategic communication, effective negotiation, and influential leadership. It is an immersive experience focused on building confidence, enhancing executive presence, and creating a clear roadmap for career advancement, enabling women to lead with authenticity, resilience, and impact.

Target Audience / This training course is suitable for:

- Aspiring female leaders and high-potential employees.
- Newly appointed female managers and team leaders.
- Experienced female leaders seeking to enhance their strategic impact.
- Women in STEM fields transitioning into management roles.
- Female entrepreneurs and business owners.
- Human resources professionals responsible for diversity and inclusion initiatives.
- Women returning to the workforce in leadership-track positions.

Target Sectors and Industries:

- Banking and Financial Services.
- Information Technology and Telecommunications.
- Healthcare and Pharmaceutical Industries.
- Engineering and Manufacturing.
- Retail and Consumer Goods.
- Professional Services and Consulting.
- Governmental bodies and public sector organizations.
- Non-profit and educational institutions.

Target Organizations Departments:

- Human Resources and Talent Development.
- Operations and Supply Chain Management.
- Sales and Business Development.
- Marketing and Communications.
- Finance and Accounting.
- Information Technology and Project Management.
- Research and Development.
- Customer Service and Client Relations.

Course Offerings:

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

- Develop an authentic and powerful personal leadership style.
- Master strategic communication and influencing techniques for greater impact.
- Navigate organizational politics with confidence and integrity.
- Build and leverage strong professional networks, mentorships, and sponsorships.
- Enhance negotiation skills to achieve optimal outcomes in any situation.
- Strengthen financial acumen and strategic decision-making capabilities.
- Lead high-performing, inclusive teams that foster innovation and collaboration.
- Cultivate executive presence and a compelling professional brand.
- Implement strategies for effective work-life integration and sustained resilience.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and transformative. We believe that adult learning is most effective when it is practical and directly applicable to real-world challenges. This course abandons traditional lecture-based formats in favor of a dynamic workshop environment. Participants will engage in a carefully curated blend of activities, including in-depth case study analyses of female leaders, confidential peer-to-peer coaching, and structured group discussions. Interactive exercises and role-playing scenarios will provide a safe space to practice new skills, such as negotiation and conflict resolution, with immediate, constructive feedback. Self-assessment tools and reflective journaling will be used to foster deep self-awareness and identify personal development goals. The facilitator will act as a guide, encouraging collaborative problem-solving and the sharing of diverse experiences. This participant-centered approach ensures that the learning is not only absorbed but also integrated, empowering each attendee to create a personalized action plan for their leadership journey.

Course Agenda (Course Units):

Unit One: Foundations of Authentic Female Leadership

- Defining your leadership vision and values.
- Understanding different leadership styles and their impact.
- Overcoming imposter syndrome and building self-confidence.
- Leveraging emotional intelligence for effective leadership.
- Identifying and harnessing your unique strengths.
- The neuroscience of confidence and resilience.
- Creating a personal leadership development plan.

Unit Two: Mastering Strategic Communication and Influence

- Developing a powerful and authentic communication style.
- The art of persuasion and influencing stakeholders.
- Mastering non-verbal communication and executive presence.
- Advanced negotiation strategies for win-win outcomes.
- Public speaking and presentation skills for leaders.
- Providing and receiving constructive feedback effectively.
- Managing difficult conversations with poise and clarity.

Unit Three: Leading with Impact and Fostering Inclusivity

- Building and motivating high-performing teams.
- Delegation, empowerment, and accountability.
- Fostering a psychologically safe and inclusive team culture.
- Understanding and mitigating unconscious bias in decision-making.
- Leading organizational change and transformation.
- Conflict resolution and mediation techniques.
- Coaching and mentoring team members for growth.

Unit Four: Developing Business Acumen and Strategic Vision

- Fundamentals of financial literacy for non-financial leaders.
- Thinking strategically and aligning actions with organizational goals.
- Data-driven decision-making and critical thinking.
- Risk assessment and management principles.
- Driving innovation and creativity within your team.
- Understanding market trends and competitive landscapes.
- Translating strategic vision into actionable plans.

Unit Five: Navigating Your Career Path and Building a Legacy

- Proactively managing your career trajectory.
- The critical difference between mentorship and sponsorship.
- Building a powerful and diverse professional network.
- Crafting and communicating your personal brand.
- Navigating corporate politics and organizational dynamics.
- Strategies for sustainable work-life integration.
- Defining your leadership legacy and long-term impact.

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 organizations systemically dismantle the barriers that contribute to the 'glass ceiling' rather than placing the onus of 'breaking' it solely on individual women?

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

This course distinguishes itself by adopting a holistic and systemic approach to women's leadership development. While many programs focus narrowly on skill acquisition, this training course delves deeper into the structural and psychological factors that influence a woman's career trajectory. We move beyond simply teaching negotiation tactics to explore the societal conditioning and unconscious biases that can impact negotiation performance, providing strategies to counteract them. The curriculum is uniquely structured to build a strong sense of community and a lasting professional network among participants, creating a supportive ecosystem that extends far beyond the training room. Rather than presenting a one-size-fits-all model of leadership, we emphasize the cultivation of an authentic leadership identity, empowering each participant to leverage her unique strengths and experiences. The content is grounded in contemporary academic research on gender dynamics in the workplace, ensuring that the strategies taught are evidence-based, relevant, and highly effective in today's complex business environment. The focus is on transformational learning, equipping women not just with skills, but with a renewed mindset, a strategic roadmap, and the confidence to lead with unparalleled impact.

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