Emotional Intelligence and Transformational Leadership Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA5929_295334

Course Introduction / Overview:

This course provides a comprehensive framework for leaders aiming to inspire and guide their teams through significant change and growth. It delves into the powerful synergy between emotional intelligence (EQ) and transformational leadership, a connection extensively explored by thought leaders like Daniel Goleman. In his seminal work, "Emotional Intelligence: Why It Can Matter More Than IQ," Goleman established that competencies like self-awareness, empathy, and social skills are paramount for effective leadership. This program, offered by BIG BEN Training Center, moves beyond theoretical concepts to offer practical, actionable strategies. Participants will learn to harness their emotional intelligence to embody the four pillars of transformational leadership: idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration. By mastering these skills, leaders can foster deep-seated trust, cultivate a resilient and adaptive organizational culture, and drive unprecedented levels of employee engagement and performance. This training is designed to equip modern leaders with the essential tools to not only manage but to truly transform their teams and organizations, creating a lasting positive impact that resonates from the individual contributor to the bottom line. It is an immersive journey into the heart of what makes a leader truly influential and effective in today's complex business environment.

Target Audience / This training course is suitable for:

- C-Suite Executives and Senior Leaders.
- Department Heads and Division Managers.
- Team Leaders and Supervisors.
- Project and Program Managers.
- Human Resources and L&D Professionals.
- High-potential employees being developed for leadership roles.
- Entrepreneurs and business owners.
- Consultants focused on organizational development and leadership.

Target Sectors and Industries:

- Information Technology and Telecommunications.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceutical sectors.
- Engineering, Manufacturing, and Construction.
- Retail and Fast-Moving Consumer Goods (FMCG).
- Hospitality and Tourism.
- Governmental bodies and public sector agencies.
- Non-profit and educational institutions.

Target Organizations Departments:

- Executive Leadership and Senior Management.
- Human Resources and Talent Management.
- Operations and Production.
- Sales and Marketing.
- Project Management Office (PMO).
- Customer Service and Client Relations.
- Research and Development.
- Information Technology.

Course Offerings:

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

- Master the five core components of emotional intelligence in a professional context.
- Develop profound self-awareness to recognize personal leadership strengths and weaknesses.
- Implement self-regulation techniques to manage stress and make decisions under pressure.
- Apply empathy and social awareness to build stronger, more trusting team relationships.
- Utilize inspirational motivation to align team efforts with organizational vision.
- Foster intellectual stimulation to encourage creativity and innovation within the team.
- Provide individualized consideration to coach and mentor team members effectively.
- Lead organizational change with greater confidence and less resistance.
- Resolve conflicts constructively by leveraging emotional intelligence skills.
- Cultivate a positive and high-performance organizational culture.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application. This course rejects a passive, lecture-based format in favor of a dynamic, participant-centered learning environment. We utilize a blended approach that includes interactive presentations, facilitated group discussions, and in-depth case study analyses drawn from real-world business challenges. A significant portion of the training is dedicated to experiential learning through role-playing scenarios, allowing participants to practice new skills in a safe and supportive setting. Self-assessment tools, such as emotional intelligence questionnaires, will provide personalized insights, forming the basis for individual development planning. Participants will work in teams on collaborative projects that require them to apply the principles of transformational leadership and EQ to solve complex problems. Our expert facilitators provide continuous, constructive feedback throughout the course, ensuring that learning is not only absorbed but also effectively translated into tangible behavioral changes. This hands-on, reflective approach ensures that leaders leave the course with not just new knowledge, but with the confidence and ability to implement these transformative skills immediately in their workplace.

Course Agenda (Course Units):

Unit One: Foundations of Emotionally Intelligent Leadership

- Defining Emotional Intelligence (EQ) and its core components.
- The neurological basis of emotions and their impact on decision-making.
- Exploring the Goleman Model: Self-Awareness, Self-Management, Social Awareness, Relationship Management.
- Introduction to Transformational Leadership theory and its origins.
- The critical link between high EQ and effective transformational leadership.
- Assessing your current emotional intelligence and leadership style.
- Understanding the business case for developing emotionally intelligent leaders.

Unit Two: Mastering the Inner World: Self-Awareness and Self-Management

- Techniques for developing deep emotional self-awareness.
- Identifying personal triggers and unconscious biases in leadership.
- Strategies for effective self-regulation and impulse control under pressure.
- Developing adaptability and resilience in the face of change and adversity.
- The role of optimism and a positive outlook in leadership.
- Managing stress and preventing leadership burnout.
- Aligning personal values with leadership actions for authentic influence.

Unit Three: Understanding Others: Social Awareness and Empathy

- The art of active listening and perceiving non-verbal cues.
- Developing cognitive and emotional empathy to build rapport.
- Organizational awareness: Reading the emotional currents of a team or company.
- Understanding diverse perspectives and fostering an inclusive environment.
- Service orientation: Anticipating, recognizing, and meeting followers' needs.
- Building trust through consistent and empathetic communication.
- Applying social awareness to navigate complex office politics effectively.

Unit Four: The Pillars of Transformational Leadership in Practice

- Idealized Influence: Becoming a role model who earns trust and respect.
- Inspirational Motivation: Articulating a compelling vision that inspires commitment.
- Intellectual Stimulation: Challenging assumptions and encouraging creativity.
- Individualized Consideration: Acting as a coach and mentor for your team.
- Connecting each of the four 'I's' to specific EQ competencies.
- Crafting and delivering a motivational message to your team.
- Case studies of renowned transformational leaders and their EQ.

Unit Five: Cultivating a High-EQ Transformational Culture

- Using emotional intelligence to lead and manage organizational change.
- Advanced conflict resolution strategies for leaders.
- Developing the emotional intelligence of your team members.
- Giving and receiving feedback with high EQ.
- Building psychological safety to foster innovation and risk-taking.
- Leading high-performance teams through collaboration and influence.
- Creating a personal action plan for continuous leadership development.

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:

Beyond individual improvement, how can the collective emotional intelligence of a leadership team fundamentally reshape an entire organization's DNA and its resilience to change?

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

This course distinguishes itself by moving beyond the separate, often siloed, instruction of emotional intelligence and leadership theory. Its unique quality lies in the deep and practical integration of these two domains, presenting them as an inseparable partnership for modern leadership excellence. While other programs may touch upon EQ as a 'soft skill,' we position it as the fundamental operating system for executing the demanding functions of transformational leadership. The curriculum is meticulously designed to show a direct, causal link between specific EQ competencies like empathy or self-regulation and the successful application of transformational behaviors, such as individualized consideration or inspirational motivation. We emphasize behavioral modeling and real-world application over abstract theory, using sophisticated role-playing and case studies that mirror the complex, high-stakes challenges leaders face daily. The focus is not just on knowing, but on doing. Participants leave with a personalized and actionable roadmap, enabling them to foster genuine connection, inspire deep-seated commitment, and build a resilient, high-performance culture that thrives on change rather than fearing it. This is not just a course on leadership; it is a transformative experience in leading with humanity and impact.