

## ENTREPRENEURSHIP AND LEADERSHIP SKILLS

“Empowering Entrepreneurs with the Leadership Skills for Building Successful Businesses”

### Schedule

Date	Venue	Fees (Face-to-Face)
11 - 15 May 2026	Barcelona, Spain	USD 3495 per delegate
01 - 05 Jun 2026	Barcelona, Spain	USD 3495 per delegate

► Available delivery methods: Face-to-Face & Online Training

### Introduction

Entrepreneurship and leadership are two pillars that drive business success. This 5-day course is designed to help aspiring entrepreneurs and business leaders develop the key skills needed to succeed in competitive markets. Participants will gain a deep understanding of entrepreneurial mindset, leadership principles, and strategies for building and scaling successful businesses. Through interactive workshops, case studies, and practical exercises, this course will equip participants with the skills to take calculated risks, innovate, and lead teams effectively. Whether you're starting a new venture or looking to enhance your leadership capabilities, this course provides essential tools to lead with confidence and build sustainable business success.

### Objectives

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

- Understand the entrepreneurial mindset and characteristics of successful entrepreneurs.
- Develop strategies for identifying, evaluating, and seizing business opportunities.
- Learn leadership styles and practices that drive team engagement, productivity, and innovation.
- Master the tools and techniques for decision-making, problem-solving, and conflict resolution.
- Create a comprehensive business plan and growth strategy for their business.
- Lead teams effectively by motivating, mentoring, and fostering a collaborative work environment.

## Why Attend

- Learn how to build and scale a business from the ground up.
- Develop essential leadership skills to manage teams and organizations effectively.
- Gain practical tools for making better decisions and solving problems creatively.
- Master the ability to innovate and drive growth in a competitive market.
- Understand the challenges of entrepreneurship and how to overcome them.
- Build a strategic vision that aligns with business goals and objectives.

## Target Audience

This program is designed for:

- Aspiring entrepreneurs and business owners
- Current business owners looking to refine their leadership and entrepreneurial skills
- Professionals seeking to enhance their business acumen and leadership capabilities
- Individuals interested in leading and managing startups or small businesses
- Anyone looking to develop a deep understanding of entrepreneurship and leadership

## Individual Benefits

Key competencies that will be developed include:

- A comprehensive understanding of entrepreneurship and leadership principles.
- Advanced decision-making and problem-solving abilities.
- Skills to motivate and lead teams effectively toward business goals.
- Strategies for scaling businesses and driving sustainable growth.
- Confidence in handling business challenges and overcoming obstacles.

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger entrepreneurial and leadership capabilities within the organization.
- Enhanced ability to innovate, make strategic decisions, and drive growth.
- Better management of resources, teams, and business operations.
- A more dynamic approach to solving problems and capitalizing on business opportunities.
- Increased collaboration, engagement, and productivity within their teams.

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – In-depth presentations on entrepreneurial and leadership principles, tools, and frameworks.
- Case Studies – Real-world examples of successful entrepreneurs and leaders, with a focus on their strategies and challenges.
- Workshops – Hands-on exercises to practice leadership and entrepreneurial decision-making in dynamic scenarios.
- Peer Exchange – Group discussions and networking to exchange ideas and experiences with fellow participants.
- Tools – Practical templates, checklists, and resources for business planning, leadership development, and strategic decision-making.

## MAWA EVENTS

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## Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

### Day 1: Introduction to Entrepreneurship and Leadership

- Module 1: The Entrepreneurial Mindset (07:30 – 09:30)
  - Key traits of successful entrepreneurs
  - The importance of resilience, creativity, and adaptability
  - How to embrace failure and learn from setbacks
- Module 2: Understanding Leadership (09:45 – 11:15)
  - Leadership theories and styles: transformational, transactional, and situational leadership
  - The role of a leader in a business environment
  - Key leadership skills: communication, decision-making, and vision-setting
- Module 3: Opportunity Recognition and Risk Assessment (11:30 – 01:00)
  - Identifying and evaluating business opportunities
  - Tools for assessing market demand and competition
  - How to assess and manage risks in entrepreneurship

### Day 2: Developing Business Ideas and Strategy

- Module 1: Idea Generation and Business Models (07:30 – 09:30)
  - Techniques for generating business ideas (brainstorming, design thinking, lean startup)
  - Identifying customer pain points and building a value proposition
  - Exploring different business models and choosing the best fit
- Module 2: Business Planning and Strategy Development (09:45 – 11:15)
  - Creating a comprehensive business plan
  - Key elements of a successful business plan: vision, mission, objectives, and strategies
  - Setting short-term and long-term business goals
- Module 3: Developing a Competitive Advantage (11:30 – 01:00)
  - Analyzing competitors and identifying differentiation strategies
  - Building a strong brand and unique selling proposition (USP)
  - Using innovation and technology to gain a competitive edge

### Day 3: Leadership Skills for Managing Teams

- Module 1: Building and Leading High-Performance Teams (07:30 – 09:30)
  - Techniques for building strong, collaborative teams
  - Fostering trust, communication, and accountability in teams
  - Leadership strategies for motivating and inspiring employees
- Module 2: Conflict Management and Decision-Making (09:45 – 11:15)
  - Managing conflict within teams and resolving disputes effectively
  - Decision-making models for leaders: rational, intuitive, and collaborative approaches
  - Balancing short-term vs. long-term decisions for the benefit of the business
- Module 3: Effective Communication and Negotiation (11:30 – 01:00)
  - Mastering the art of communication in leadership
  - Negotiation strategies for entrepreneurs and leaders
  - Persuasion and influence techniques for achieving business goals

### Day 4: Scaling and Growing Your Business

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**Module 1: Business Growth Strategies (07:30 – 09:30)**

- Strategies for scaling operations: expansion, franchising, and new product development
- How to attract investors and secure funding
- Managing growth and ensuring quality control

**Module 2: Financial Management for Entrepreneurs (09:45 – 11:15)**

- Understanding key financial metrics and their impact on business decisions
- Managing cash flow, budgets, and profitability
- Funding options: venture capital, crowdfunding, loans, and grants

**Module 3: Creating a Sustainable Business (11:30 – 01:00)**

- Strategies for sustainability and social responsibility in business
- Building long-term customer relationships and loyalty
- Navigating economic changes and adapting to market demands

**Day 5: Leadership in Action and Final Review****Module 1: Leadership and Business Ethics (07:30 – 09:30)**

- Leading with integrity and transparency
- Ethical decision-making and corporate social responsibility (CSR)
- Building an ethical organizational culture

**Module 2: Managing Change and Innovation (09:45 – 11:15)**

- Leading through change and organizational transformation
- Innovation management: fostering creativity and staying ahead of the competition
- Tools for managing business transitions and growth

**Module 3: Course Conclusion and Personal Action Plan (11:30 – 01:00)**

- Recap of key entrepreneurial and leadership concepts
- Developing a personal action plan for continued growth and leadership development
- Final Q&A session and certificate distribution

**Certification**

Upon completing the training course, participants will receive a Certificate of Completion in Entrepreneurship and Leadership Skills, recognizing their ability to develop and lead successful business ventures, drive growth, and make effective strategic decisions.

**Why Choose MAWA Events**

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
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