

THE LEADERSHIP JOURNEY. COMMUNICATION AND INNOVATION

"Empowering Leaders to Communicate with Impact and Drive Innovation Forward"

Schedule

Date	Venue	Fees (Face-to-Face)
20 - 24 Jul 2026	Barcelona, Spain	USD 3495 per delegate

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

Introduction

This immersive 5-day training is designed for leaders eager to strengthen their communication skills and harness innovation to achieve lasting success. Participants will explore how great leaders inspire, engage, and drive change by mastering communication and creating environments where innovation thrives.

Through interactive sessions, real-world case studies, and practical workshops, attendees will leave with the tools and confidence to lead teams through challenges, unlock creativity, and sustain organizational momentum.

Objectives

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

- Understand the critical role of communication in effective leadership.
- Develop strategies to foster innovation and creativity within their teams.
- Enhance their ability to influence and inspire across all organizational levels.
- Build trust, alignment, and engagement through authentic leadership.
- Apply tools and frameworks to drive continuous improvement and innovation.

Why Attend

- Strengthen your leadership communication to drive clarity and alignment.
- Learn best practices for creating innovative, adaptive work cultures.
- Develop skills to navigate challenges and lead transformation.
- Gain actionable tools and templates for immediate workplace application.
- Engage with peers to share insights, challenges, and leadership strategies.

Target Audience

This program is designed for:

- Mid- to senior-level managers and team leaders.
- Executives aiming to improve communication and innovation strategies.
- Change leaders and transformation managers.
- Innovation leads, product managers, and R&D leaders.
- Anyone responsible for driving team performance and creative outcomes.

Individual Benefits

Key competencies that will be developed include:

- Mastery of leadership communication and storytelling.
- Enhanced ability to foster team creativity and innovation.
- Improved influence, persuasion, and negotiation skills.
- Greater confidence in leading change and overcoming resistance.
- Practical frameworks for continuous leadership growth.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger team engagement and performance.
- Enhanced organizational innovation capability.
- Improved alignment of strategy, communication, and execution.
- More resilient and adaptable leadership at all levels.
- Increased ability to navigate uncertainty and seize new opportunities.

Instructional Methodology

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

- Strategy Briefings - Deep dives into leadership communication, innovation drivers, and cultural transformation.
- Case Studies - Real-world examples of leaders who drove innovation through impactful communication.
- Workshops - Interactive exercises to practice communication techniques and innovation strategies.
- Peer Exchange - Group discussions on leadership challenges and success stories.
- Tools - Templates for leadership communication plans, innovation roadmaps, and creative problem-solving.

MAWA EVENTS

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Course Outline

Detailed 5-Day 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: Foundations of Leadership and Communication

- Module 1: The Evolving Leader (07:30 – 09:30)
- Understanding the modern leadership landscape.
- Shaping leadership identity and authentic presence.
- Building trust and credibility with diverse teams.
- Module 2: Communication as a Leadership Tool (09:45 – 11:15)
- Crafting clear, compelling leadership messages.
- Active listening and empathetic communication.
- Aligning words, tone, and body language for impact.
- Module 3: Workshop – Leadership Communication Assessment (11:30 – 01:00)
- Evaluating personal communication strengths and growth areas.
- Module 4: Peer Exchange – Communication Challenges (02:00 – 03:30)
- Sharing experiences and insights on leadership messaging.

Day 2: Innovation and Creativity in Leadership

- Module 1: Leading for Innovation (07:30 – 09:30)
- Defining innovation and why it matters.
- Creating an environment that fosters creativity.
- Balancing risk-taking and accountability.
- Module 2: Overcoming Barriers to Innovation (09:45 – 11:15)
- Identifying and addressing cultural and structural roadblocks.
- Encouraging experimentation and learning from failure.
- Promoting cross-functional collaboration.
- Module 3: Case Study – Innovation in Action (11:30 – 01:00)
- Lessons from organizations that drive continuous innovation.
- Module 4: Workshop – Innovation Leadership Toolkit (02:00 – 03:30)
- Applying practical tools to spark team creativity.

Day 3: Influence, Alignment, and Stakeholder Engagement

- Module 1: Influencing Without Authority (07:30 – 09:30)
- Understanding stakeholder needs and motivations.
- Using storytelling and emotional intelligence to inspire action.
- Negotiating and building alliances.
- Module 2: Workshop – Strategic Messaging (09:45 – 11:15)
- Crafting messages that align stakeholders and drive buy-in.
- Module 3: Managing Conflict and Resistance (11:30 – 01:00)
- Tools for resolving tensions and maintaining alignment.
- Turning conflict into opportunity for innovation.
- Module 4: Peer Exchange – Lessons from Influence Efforts (02:00 – 03:30)
- Sharing successes and challenges in driving alignment.

Day 4: Driving Change and Sustaining Momentum

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Module 1: Leading Organizational Change (07:30 – 09:30)

- Understanding the change process and leader’s role.
- Preparing teams for transformation.
- Managing uncertainty and sustaining morale.
- Module 2: Workshop – Designing a Change Plan (09:45 – 11:15)
- Developing a practical change leadership strategy.
- Module 3: Case Study – Sustaining Innovation and Change (11:30 – 01:00)
- Real-world insights on long-term change success.
- Module 4: Peer Exchange – Change Leadership Experiences (02:00 – 03:30)
- Group reflection on challenges and lessons learned.

Day 5: Personal Leadership Growth and Roadmap

- Module 1: Building Personal Resilience (07:30 – 09:30)
- Strategies for managing stress and maintaining energy.
- Cultivating a growth mindset and adaptive leadership.
- Module 2: Developing Future Leaders (09:45 – 11:15)
- Coaching and mentoring techniques.
- Building a pipeline of innovative leaders.
- Module 3: Workshop – Personal Leadership Roadmap (11:30 – 01:00)
- Creating a personalized action plan for ongoing development.
- Module 4: Final Review and Certification (02:00 – 03:30)
- Summarizing course takeaways.
- Presentation of certificates and closing session.

Certification

Participants will receive a Certificate of Completion in Leadership Communication and Innovation, validating their expertise in leading through impactful communication, fostering innovation, and driving organizational success.

Why Choose MAWA Events

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