"كيفية بناء شبكات ناجحة كقائد في العالم العربي: أسرار النجاح"

Duration: 5 Days

Language: ar

Course Code: MG2 - 227

Objective

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

- Understand the role of networking in leadership effectiveness.
- Differentiate between operational, personal, and strategic networks.
- Build strong relationships that foster collaboration and trust.
- Leverage networks to influence decisions and drive innovation.
- Develop a personal networking strategy aligned with career and organisational goals.

Audience

This course is ideal for:

- Current and aspiring leaders at all levels.
- Managers seeking to expand influence and collaboration.
- HR professionals and leadership development specialists.
- Entrepreneurs and business owners.
- Professionals in roles requiring cross-functional or cross-industry partnerships.

Training Methodology

The course uses a mix of lectures, case studies, and interactive discussions. Participants will map their existing networks, analyse their strengths and gaps, and design strategies to expand and leverage them for leadership success.

Summary

This training course equips leaders with the skills and strategies to build, maintain, and leverage professional networks that drive influence, collaboration, and long-term success. Networking is not only about making connections but also about cultivating meaningful relationships that provide access to resources, knowledge, and opportunities.

Participants will explore the strategic value of networks in leadership, learn how to strengthen both internal and external relationships, and practice techniques for creating alliances that align with organisational goals. The course highlights the role of trust, reciprocity, and visibility in effective networking for modern leaders.

Course Content & Outline

Section 1: The Strategic Value of Networking for Leaders

- Networking as a leadership competency.
- How networks enhance decision-making, problem-solving, and innovation.
- Case studies of leaders who leveraged networks successfully.

Section 2: Types of Leadership Networks

- Operational networks: building internal efficiency.
- Personal networks: gaining mentoring, coaching, and support.
- Strategic networks: influencing direction and creating opportunities.
- Mapping your own networks to identify gaps.

Section 3: Building and Maintaining Strong Relationships

- Principles of trust and reciprocity in networking.
- Communication skills for authentic relationship building.
- Techniques for long-term engagement with key stakeholders.
- Leveraging diversity in networks for broader perspectives.

Section 4: Networking as a Driver of Influence and Innovation

- Using networks to drive change and innovation.
- Influencing through alliances and coalitions.
- The role of networks in advocacy and crisis management.
- Balancing visibility and credibility as a leader.

Section 5: Developing a Personal Networking Strategy

- Setting networking goals aligned with career and organisational priorities.
- Tools and platforms for building professional networks (online and offline).
- Overcoming barriers to effective networking.
- Creating a roadmap for sustainable, strategic networking.

Certificate Description

Holistique Training. عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

شهادات Holistique Training معتمدة من المجلس البريطاني للتقييم (BAC) وخدمة اعتماد التطوير المهني المستمر (CPD)، كما أنها معتمدة وفق معايير ISO 9001 وISO 21001و 29993 ISO.

لهذه الدورة من خلال شهاداتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقًا لمعايير خدمة اعتماد Holistique Training. التدريب من لأي دورة واحدة نقدمها حاليًا CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

Categories

خدمة العملاء والعلاقات العامة, القيادة والإدارة

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ما هي أهمية التعاطف في القيادة؟

في عالم القيادة الحديث، يتزايد الاهتمام بأهمية صفات القائد، ومن بين هذه الصفات الرئيسية تبرز بشكل لافت صفة التعاطف. فالتعاطف لا يقتصر على مجرد مظهر إنساني، بل يمتد ليكون أحد العوامل الحيوية في تحقيق القيادة الفعالة.