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COURSE BROCHURE

Transformational Leadership Training Course for Change Leaders

8 – 12 February 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

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Transformational Leadership is a 1-week training course for middle and senior managers who lead change and must move people beyond compliance to genuine commitment, and who leave with a Change Leadership Impact Plan built around their own initiative. As restructuring, digitisation and shifting workforce expectations reshape organisations, followers look to leaders for meaning as much as direction. Jupiter Prime Training delivers this course on Transformational Leadership.

Why Transformational Leadership Matters Now

Repeated restructuring, new technology and a workforce that weighs purpose alongside pay have made the leader's ability to inspire a practical necessity rather than a personal style. Boards expect change to land faster, while employees tire of initiatives that arrive without explanation. Organisations whose managers build trust and stretch thinking keep talent through disruption and see ideas rise from the front line; those that rely on instruction alone meet quiet resistance and lose momentum. The course rests on the Full Range Leadership Model FRLM and its four I's, set beside transactional and laissez-faire behaviours, and on Kotter's eight-step change model for sequencing a change effort.

Who Gains Most from Transformational Leadership

- Managers sponsoring a restructuring, merger or new operating model
- Department heads responsible for raising engagement after a period of upheaval
- Leaders of digital or process change who must win over sceptical specialists
- Function heads accountable for developing a pipeline of future leaders
- Senior professionals who lead through influence across several units

Leadership groups steering one shared transformation gain most when several members attend together and agree a common narrative and coaching approach.

Transformational Leadership Capabilities

Participants move from describing the four I's to practising them on live change challenges drawn from energy, healthcare and public services.

- Assess personal leadership behaviour across the full range from laissez-faire to transformational — for the leader's own development priorities
- Design a change narrative that links vision, values and concrete next steps — for employees asked to adopt new ways of working
- Apply intellectual stimulation techniques that invite challenge to assumptions — for teams expected to generate improvement ideas
- Build individual coaching conversations matched to each follower's needs — for direct reports growing into larger roles
- Communicate role-model behaviours that show integrity under pressure — for stakeholders judging whether to trust the change
- Specify indicators of leadership impact such as engagement and idea flow — for executives tracking the transformation

Key Transformational Leadership Terms

- Idealised influence — leading by personal example and integrity so followers admire, trust and wish to emulate the leader.
- Inspirational motivation — articulating an appealing vision and high expectations that give followers meaning and confidence in the direction.
- Intellectual stimulation — encouraging followers to question assumptions, reframe problems and approach familiar situations in new ways.
- Individualised consideration — attending to each follower's needs, strengths and growth through coaching and personal attention.
- Transactional leadership — exchanging rewards or corrections for agreed performance, useful for stability but limited for deep change.
- Change narrative — a short story explaining why change is needed, where it leads and what part each person plays.

Transformational Leadership Day by Day

Day 1: Leadership Across the Full Range

- Full Range Leadership Model — Locating Laissez-Faire, Transactional and Transformational Behaviour
- Leadership Self-Assessment Profile — Identifying Personal Strengths and Blind Spots
- Follower Expectations Under Disruption — What People Need From Change Leaders
- Transactional Versus Transformational Choices — When Each Approach Fits
- Personal Leadership Credo — Clarifying Values That Guide Decisions

Day 2: Idealised Influence and Inspirational Motivation

- Role-Model Behaviour Audit — Aligning Words and Actions in Public
- Trust Equation — Building Credibility, Reliability and Openness
- Vision Statement Crafting — Making the Future Concrete and Appealing
- Change Narrative Structure — Linking Why, Where and Each Person's Part
- Symbolic Acts and Rituals — Signalling Commitment to the New Direction

Day 3: Intellectual Stimulation and Innovation

- Assumption Mapping — Surfacing Beliefs That Block New Approaches
- Reframing Questions — Opening Fresh Options on Persistent Problems
- Idea Pipelines From the Front Line — Capturing and Testing Suggestions
- Constructive Dissent Protocols — Inviting Challenge Without Losing Cohesion
- Kotter's Eight-Step Model — Sequencing Momentum Through a Change Effort

Day 4: Individualised Consideration and Coaching

- GROW Coaching Conversation — Helping Followers Set and Reach Goals
- Follower Readiness Mapping — Tailoring Support to Each Person
- Stretch Assignment Design — Developing Capability Through Real Challenges
- Resistance Conversations — Responding to Fear, Loss and Scepticism
- Recognition That Builds Identity — Reinforcing Contributions to the Change

Day 5: Practising the Change Leadership Impact Plan

- Leadership Impact Indicators — Measuring Engagement, Idea Flow and Retention
- Narrative Rehearsal — Delivering the Change Story to a Sceptical Audience
- Coaching Role-Play — Applying GROW to a Resistant Team Member
- Assumption Challenge Session — Running Intellectual Stimulation With a Peer Group
- Change Leadership Impact Plan — Combining the Four I's Into Actions

Applying Transformational Leadership After the Course

- Deliver the change narrative to the team within two weeks and gather questions and concerns to refine it.
- Hold a GROW coaching conversation with each direct report and record one stretch assignment per person.

Transformational Leadership Questions FAQ

What is transformational leadership, and why does it matter now?

Transformational leadership is a way of leading that raises followers' commitment through example, vision, challenge and personal support. It matters now because repeated change has left many employees sceptical, and leaders who inspire rather than instruct carry people through disruption more successfully.

Which roles gain most from transformational leadership training?

Middle and senior managers who sponsor or lead change gain most. Their initiatives depend on followers choosing to engage, and they need practical ways to build trust, explain direction and develop people while pressure is high.

How does transformational leadership training differ from a change management course?

It focuses on the leader's own behaviour and relationships with followers. A change management course concentrates on project structures, impact assessments and adoption plans; this course develops the personal influence that makes those structures work.

What do you bring back from transformational leadership training?

You bring back a plan for your own change initiative that sets out your narrative, coaching priorities, role-model behaviours and indicators of leadership impact, ready to share with your sponsor and team.

Transformational Leadership: The Way Forward

The Change Leadership Impact Plan turns the four I's into specific actions for one live initiative. Its first use is deciding how the change narrative will be launched, and both the leader and the sponsor draw on it during progress reviews. After the first quarter, the leadership impact indicators deserve a second look to see which behaviours are shifting follower commitment.