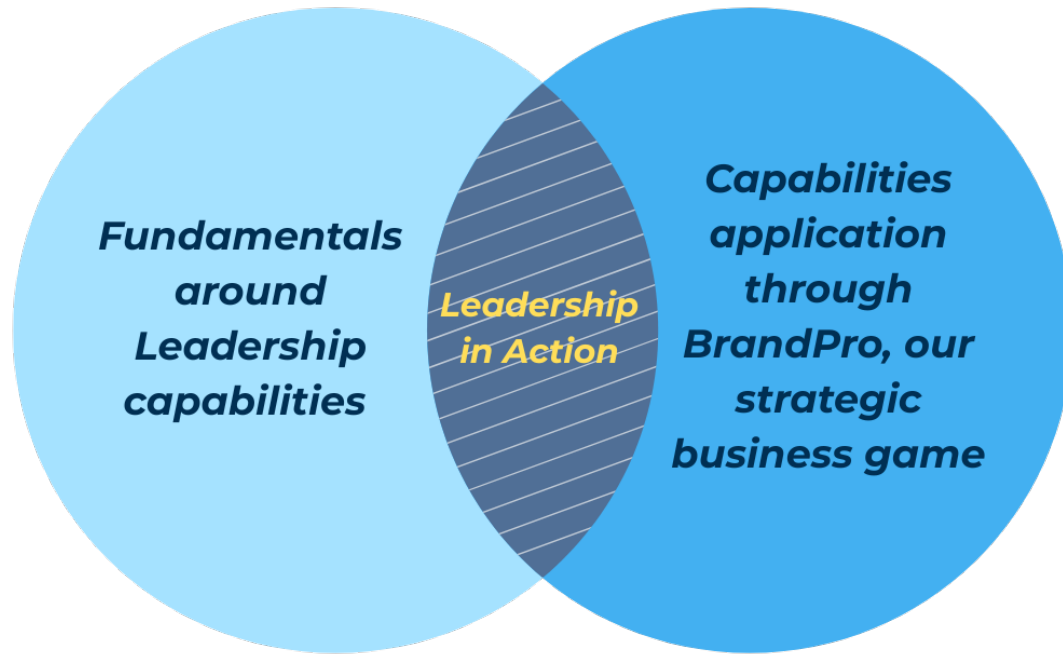


Leadership in Action

Developing essential leadership capabilities in a realistic environment



An effective mix of key concepts and real-world, practical application !

An interactive training program **with 3 teams of 4 or 5 participants**, to enhance challenge and engagement !

Learning takes place through **strong self-awareness and awareness of others**, in a **playful and supportive environment**.

Standard format : **1 day session – Face to face or online**

Custom-designed for your teams: adaptable content, delivery format, language, and practice tools aligned with your products, market, and business context.

Leadership in Action

Developing essential leadership capabilities in a realistic environment

Concept – The 4 Key Leadership Skills!

**Making
people work
together**



**Decision-
making**



Empathy



**Active
Listening**



Our standard format – 1 day session
(could be adapted to your needs and context)

Practical Application with BrandPRO

Team Business Game (4 to 5 participants)

Context : Working together to launch two brands. Making **strategic decisions** (budget allocation, target segment selection, product feature adaptation, pricing, positioning relative to competitors, etc.) to conquer the market and sustain these brands **over a five-year period**.

Objective : Apply the four key skills in a context of pressure and competition.

Each participant gains **awareness** of their strengths and areas for improvement, while **observing** their own reactions and those of others.