

## WORKSHOP

# Leadership

With the entry into the corporate practice and companies, academics often take on management tasks. In times of predominant feelings of volatility, uncertainty, complexity and ambiguity, leadership skills are becoming increasingly important.

Leadership means the effective, respectful, and fair support for employers, colleagues, clients regarding the achievement of organizational goals. Leadership differs from management by ensuring the meaningfulness of corporate goals based on informal influence and trust. Management refers to the implementation of these objectives at the operational level. Companies need both leaders and managers.

This workshop highlights the importance of leadership for entrepreneurial competitiveness and conveys various leadership theories and practical approaches. Through interactive methods, the participants learn how to deal confidently with diversity, how to prevent conflict situations, and how to lead different motivated and trained employees. Case studies and practical tools provide self-reflection and reflexivity in relation to business structures, processes, and practices.

Topics of a one-day or two-day workshop:

- I. Definition of Leadership versus Management:  
Clear vision and effective planning
- II. Classic leadership theories and agile leadership:  
Motivation and development of team spirit
- III. Crisis management:  
Guidance, direction, and the ability of resilience
- IV. Leadership and diversity management:  
Maintaining integrity and cooperation
- V. Leadership and Corporate Social Responsibility:  
Benefits for the company and the community
- VI. Communication skills and encouragement:  
Confidence and good working climate

*Trainer: Prof. Dr. Carmen Ulrich, Wuppertal, is a freelance lecturer and business coach with more than 20 years of experience at various universities in Germany and abroad. Her fields of professional activities include academic teaching [literature and cultural studies], project management, scientific advice, and training. She works primarily in the areas of interculturality, conflict coaching, team communication, and career counselling.*

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