



*Conference:
Management - Master Class*

*21 - 25 October 2024
Casablanca (Morocco)
New Hotel*

Conference: Management - Master Class

Conference code: CO8138 From: 21 - 25 October 2024 Venue: Casablanca (Morocco) - New Hotel Conference Fees: 4675 € Euro

Introduction

This fast-paced seminar provides an opportunity to stand back from the day-to-day pressures of managerial life and focus on the wider arena. Rather than covering all areas of management, the program focuses on those topics that many Management Professionals find little time to address during their typical busy working day. The aim is for participants to gain a holistic view of their wider organizational and strategic context and give them the tools to formulate meaningful longer-term personal and organizational objectives.

The highlights of this seminar are:

- How to analyze the external and internal forces at work in an organization
- How to develop and communicate a compelling strategic vision
- How to measure and manage performance
- How to interpret organizational culture
- How to build influence and trust within and beyond the team
- How to delegate effectively

Conference Objectives of Management - Master Class

By the end of this conference you will be able to:

- Describe the effect of the external and competitive environment on their organization
- Select appropriate methods for measuring and managing performance
- Describe their organization's culture and climate and their effects on performance
- Link human resource management to strategic objectives
- Consider a range of approaches to delegation
- Select appropriate strategies for influencing and motivating others

Conference Methodology of Management - Master Class

The seminar will combine presentations with facilitated discussions, interactive practical exercises, small-group activities, and case studies. The course is delivered in a highly interactive style and will be supported by case studies and video to enhance the learning experience

Organizational Impact of Management - Master Class

- Have a clear understanding of management essentials
- Be better able to coach and improve productivity
- Better understand their own strengths and weaknesses
- Be more confident to take bold decisions
- Have a better knowledge of dealing upwards in an organization
- Return with renewed energy and passion to manage their team

Personal Impact of Management - Master Class

- Reflect on your own management style so that you can improve
- Learn how to win people to your way of thinking
- Learn how to deal with difficult and lazy employees
- Learn how to take control of your time
- Learn how to manage upwards as well as with your team
- Learn how to motivate and create a culture of responsibility

Conference Outlines of Management - Master Class

Day 1: Strategic Orientation

- Strategic context: the external environment
- The new business reality
- Predictable trends in business
- Competitive forces
- Stakeholder analysis
- Strategic resources and constraints
- Creating a compelling strategic vision
- Creativity and change

Day 2: Managing Resources and Performance

- Aligning vision, aims, and objectives
- Performance measurement
- From measurement to improvement
- Coaching process to correct poor performance
- Coaching to challenge
- Self-coaching and the power to change
- Coaching and influencing upwards
- Risk and its management

Day 3: Organizational Behaviour and Human Resources

- Organizational form
- Culture, climate, values, and norms
- Team and group dynamics
- Assigning responsibilities
- Deputize to free up time
- Fundamentals of human resource management
- Appraisal and reward
- Learning and development

Day 4: Key Management Competencies: Prioritisation, Time Management, and Delegation

- Balancing the important and the urgent
- Setting personal goals
- Creating time from nothing
- Batching and how it can win back time
- Income-producing activities

- Getting things done through other people
- Delegation and empowerment
- Management case study

Day 5: Linking Management to Leadership: Influence, Motivation, and Trust

- Negotiation and persuasion: the pillars of influence
- The secret six in business negotiation
- The nature of motivation
- The trust bank account
- Ethics
- Personal leadership style
- Leadership in action: group exercise
- Balancing work and home life

Registration form on the Conference: Management - Master Class

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