



Conference:
Managing & Motivating Towards Excellence

26 - 30 October 2025

Cairo (Egypt)

Holiday Inn & Suites Cairo Maadi, an IHG Hotel

Conference: Managing & Motivating Towards Excellence

Conference code: CO8093 From: 26 - 30 October 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Conference Fees: 3875 € Euro

Introduction

To create high levels of customer satisfaction and achieve the organisational mission, organisations must become "One Big Team Working Together". Everyone must contribute their ideas, working together as internal customers. This requires a radical shift in "management" paradigm where leaders and professionals realise the importance of employee involvement in the management process i.e. the importance of encouraging and motivating employees to contribute their ideas as well as to harness the employees' potential, and adopt a major change of role.

In the post-Industrial "command and control" era, business demands a new breed of leader who couples technical skills with good people leadership - the ability to manage and motivate for excellence.

This seminar will enable the participants to:

- Manage and motivate their employees towards excellent performance.
- Learn to help their employees to harness their full potential towards excellence in the workplace.
- Understand employees' personal needs and motivate innovative thinking
- Apply knowledge of individual differences to motivate others
- Remove blocks to motivation and develop people skills to motivate others

Conference Objectives of Managing & Motivating Towards Excellence

By the end of the conference, participants will:

- Gain insights into their own strengths and weaknesses and leadership styles
- Be able to understand the emotional makeup of their teams, colleagues and customers
- Have begun to develop leadership competencies and skills to motivate employees
- Understand and begin to practice innovative leadership
- Have built a foundation for continuous Improvement
- Be able to harness their employees' emotional intelligence to release creativity in the workplace
- Understand and practice key people skills to motivate towards excellence

Conference Methodology of Managing & Motivating Towards Excellence

We use a variety of accelerated learning techniques to help to embed learning and enhance recall where it really counts - back in the workplace. Any theory discussed will be grounded immediately in practical day to day work. Methods will include "freeze-frame" role-plays, case studies and self-assessments, and other practical activities based around real working scenarios.. Learning will be enhanced through active involvement in exercises followed by review. Opportunities for self-assessment will be provided and feedback on individual and group performance will be encouraged. Participants will have opportunities to work on their own individual team issues during the program.

Organizational Impact of Managing & Motivating Towards Excellence

The organization will benefit from returning participants:

- Begin to develop a new organizational culture based around a "customer/people-centric" management style
- Begin to improved intra/ inter-departmental communication
- Are able to create a highly motivated and productivity-focused workforce
- Develop a creative and innovative workforce
- Aspire to leadership that buys into the "achieving excellence" model

Personal Impact of Managing & Motivating Towards Excellence

- Gain a better understanding of how to improve their personal strengths and manage weaknesses
- Enhance their ability to motivate employees and increase their productivity
- Learn how to expand their personal leadership skills to achieve full potential
- Understand how to create a high performing team
- Be able to implement a variety of creative thinking techniques to develop greater effectiveness and productivity within their teams
- Really understand their own role in delivering the strategy of the organization

Conference Outlines of Managing & Motivating Towards Excellence

Day 1: Adopting the new organizational culture through understanding people

- Importance of perception
- Perception in the workplace
- Maximizing our perceptual ability
- Type & trait theories of human personality
- Understanding Personality styles
- Optimizing our personality strengths
- Removing emotional blind spots
- Appropriate self-disclosures

Day 2: Motivating employees

- Understanding motivation
- Motivating ourselves and others
- Applying theories of motivation in the workplace
- How leaders can motivate employees
- Removing blocks to motivation
- Motivation for excellent performance
- Motivating a high-performance team
- The Art of Giving and Receiving Criticism

Day 3: Motivating innovative & creative thinking in the workplace

- Psychological principles of creativity in the workplace
- Encouraging creativity for continuous improvement
- Convergent & divergent thinking
- Understanding and managing creative people
- Stages of the creative process: Preparation, Incubation, Illumination & Verification
- Transforming blocks to creativity
- Creativity for business breakthroughs

- Divergent Thinking Skills for Innovative Leadership

Day 4: The new leader

- Psychological principles of leadership
- Theories of leadership
- Leadership for managing performance
- Transactional leadership & transformational leadership
- Visionary & competent leadership
- Developing leadership integrity
- Innovative leadership for excellent performance
- Being Prepared to Lead

Day 5: Managing for Excellence

- Development of Vision, Mission, Key Goals and Key Processes
- Optimizing the leader's natural strengths
- Integrity & Compassion for Accountable Leadership
- Leadership for Performance Management
- Managing Change and getting others involved
- Leading by example
- Inspirational Leadership

Registration form on the Conference: Managing & Motivating Towards Excellence

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