



*Conference:
Presenting, Writing, and leading skills for
Managers*

13 - 24 July 2025

Cairo (Egypt)

Holiday Inn & Suites Cairo Maadi, an IHG Hotel

Conference: Presenting, Writing, and leading skills for Managers

Conference code: CO234873 From: 13 - 24 July 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Conference Fees: 6000 € Euro

Introduction

Strategic leadership is essential for effectively managing organizational improvements in today's complex and competitive environment. This program equips participants with leadership practices to create productive environments, lead teams, and implement strategic changes. Practical skills and insights are provided to adapt leadership principles to specific contexts. Additionally, the program emphasizes clear communication through technical reports, making complex information accessible and relevant. For professionals, public speaking is crucial, and this course offers techniques to build confidence and speak like a leader.

Course Objectives

- Understand strategic leadership and its role in the implementation of changes
- Gain greater skill in working in the role of strategic team leader
- Develop skill in strategic leadership techniques of creating a strategic change environment, planning, relationships and communication
- Understand the role of stakeholders in strategic leadership
- write more efficiently;
- understand the functions of different kinds of technical reports, especially evaluations and proposals;
- adapt and focus the writing on the needs of the target audience;
- organise material effectively to support explanations and arguments;
- create effective summaries and introductions - and clearly understand the difference between the two;
- Speak publicly in a convincing, confident, and concise style
- Deliver dynamic and effective presentations
- Employ a method to create materials that support a compelling speech
- Build audience rapport through eye contact, vocal delivery, and body language
- Sharpen your public speaking skills by integrating feedback

Course Outlines

Day 1

Strategic Leadership Skills in a Changing Business Culture

- Identification of strategic leadership skills
- Challenges leaders face in changing organizations
- Conditions that exist that require strategic leadership
- The role of strategic leadership in dynamic organizations
- Understanding the role of strategic management in leadership
- How leadership skills change with organizational change

Day 2

Strategic Leadership in Organizational Excellence

- The role that organization type plays in strategic leadership
- Developing a culture of strategic organizational excellence
- Learning the skill and techniques of strategically managing stakeholders
- Focusing on strategic priorities in leadership
- Setting strategic priorities with other leaders

Day 3

The Importance of Communication in Strategic Leadership

- Importance of strategic leadership and communication methods
- Strategic interpersonal communication is two-way
- Understanding of how interpersonal communication preferences differ
- Developing a strategic listening communication style
- Communicating empowerment techniques as a strategic leader

Day 4:

What makes reports work?

- Functions of reports

- What makes a report effective?
- Overt messages and hidden messages
- Key principles of functional writing
- Three key factors: objectives, audience, structure
- Time management: a structural approach to writing

Day 5:

Practical work: a critique of a range of examples of text

Reports as functional documents

- Planning your material
- Making sense of complexity
- Getting to the point: summarising and grouping
- Chunking and sequencing: core planning techniques
- SPQR: a technique for introductions

Explain or persuade?

- Six modes of explanation
- Persuasion in three dimensions
- Logic: deductive and inductive

Creating an outline

- Key features of an effective outline
- Checking for coherence and sense
- Producing the outline

Day 6:

Practical work: participants plan, write, critique and rewrite an outline.

From outline to draft

- Essential apparatus of reports
- Summaries, introductions, appendices
- Navigation aids
- Presenting information graphically: tables, charts algorithms

Day 7 :
Speak Like a Leader

Six Rhetorical Devices by Lancaster

- Breathless x3
- Repetition x3
- Balance x3
- Metaphor
- Exaggeration
- Rhyme

Write according to the laws of attractions

- Secrets to Commanding Attention and Getting Results
- How to speak effectively and win over the audience
- Prepare your script and rhetoric
- Techniques to impress your audience

Day 8 :
Designing a professional presentation

- The 5 key elements
- Problem: what problem?
- PowerPoint Its uses and flaws
- Other methods of presenting

Day 9 :
Delivering a presentation that has an impact

- Posture
- Legs and feet
- Arms and hands
- Gestures
- Delivering without notes or props
- Use of the voice
- Facial expressions
- The words used

Day 10 Overcoming anxiety when presenting

- Planning and preparation
- Rehearsal
- Top tips for calming nerves
- Visualizing success

Think fast and talk smart

- 8 secrets from Speak Like a CEO
- Practice 15-minute sessions

Registration form on the Conference: Presenting, Writing, and leading skills for Managers

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