



*Conference:  
The Advanced Management Workshop*

*27 April - 1 May 2025  
Cairo (Egypt)  
Holiday Inn & Suites Cairo Maadi, an IHG Hotel*

## Conference: The Advanced Management Workshop

Conference code: CO235481 From: 27 April - 1 May 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Conference Fees: 3875 € Euro

### Introduction:

This workshop equips executives to navigate market challenges and drive sustainable growth. It offers advanced management strategies focused on leveraging organizational strengths and maximizing growth. Participants receive a personalized diagnostic of current processes, review modern management practices, and explore new growth opportunities in strategy. Key topics include engaging teams, enhancing organizational performance, and delivering customer value. Ideal for seasoned executives seeking innovative solutions for the next three years.

### Objectives

- Understand and contribute to a discussion of emerging business issues in management.
- Determine your leadership and management advantage and plan your future in a risk-free environment.
- Challenge traditional assumptions and examine business challenges from new current perspectives.
- Build on core functional competencies by creating a sustainable competitive advantage.
- Shift to new management and leadership paradigms and behaviors.
- Develop an implementation plan for your return.

### Target Audience

- A senior functional head
- A member of the executive committee
- The head of a major business unit
- A senior member of the operating group

### Process

The workshop is delivered in a highly interactive, hands-on learning style by senior consultants with corporate experience. In addition to facilitator-led group discussions, case studies, and learning group exercises, this workshop includes experiential learning and other instructional modalities to accommodate a variety of executive learning styles and to improve learning and retention.

### Benefits

- Turn ideas into action through a hands-on case that interconnects all the influences on general management decisions.
- Capture advanced-level management learning in a concise and dynamic format.
- Build readiness to seize opportunities as markets turn up.
- Gain exposure to pioneering trends in productivity, innovation, strategy, performance, etc.
- Connect with an exceptional peer group from diverse industries.
- Gain coaching advice from senior consultants on igniting growth and momentum in your organization.

## Results

- Focusing on ways to create value in a downturn.
- Understanding the results-oriented view of marketing prepares senior leaders to manage marketing across multiple areas.
- Gain effective strategies for maximizing the potential for greater bottom-line and shareholder value.
- Explore techniques for managing incremental and disruptive innovation, as well as the organizational dilemmas inherent in managing strategic contradictions.
- Explore new market space opportunities.

## Core Competencies

- Emphasizing the art of configuring internal management activities to create new sources of competitive advantage.
- Acquiring a set of methodologies and action-planning tools for diagnosing and solving organizational problems.
- Analyzing the role of senior management in applying competitive analysis and best alternative strategies.
- Applying strategic analysis to evaluate available resources, market opportunities, and the effectiveness of organizational structures, systems, and processes.
- Analyzing options for articulating a clear vision, building a coalition of support, and creating an organization that is capable of reinventing itself.

## Outlines

Day One:

Performance Management Process

- Integration of Proven Management Methodologies
- Fact-Based Data and Information Technology
- Motivation and Performance Management
- Performance Management as an Appraisal Process
- Performance Management Around the Globe

#### Day Two:

##### Leading Organizational Change Through Innovation

- Strategy Innovations Is Managing the Future
- Strategy Innovations Is Not Strategic Planning
- Managing Innovation and the Discovery Process
- The Discovery Process: Staging, Aligning, Exploring, Creating, Mapping
- The Future of Strategy Innovation Systems in Management

#### Day Three:

##### Leveraging Management-Based Activities

- Questions and Definitions of Activity-Based Management
- Activity-Based Management as a Key to Success
- Operational Activity-Based Management for Continuous Improvement
- Strategic Activity-Based Management for Profitability
- Activity-Based Management Supports Performance Management

#### Day Four:

##### Integration of Performance Management

- Customer Intelligence and Relationship Management
- Supplier Intelligence: Managing Economic Profits Across the Value Chain
- Process Intelligence and Six Sigma Quality and Lean Thinking
- Shareholder Intelligence

- Employee Intelligence

Day Five:

#### Knowledge-Based Management and Organizations

- Enabling Knowledge-Based Competence of a Corporation
- Strategic Management of Knowledge
- Market Research in Product Development
- Human Resource Management and Knowledge Creation
- Organizing and Managing Innovation in a Knowledge-Based Economy

## Registration form on the Conference: The Advanced Management Workshop

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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- Please find enclosed a cheque made payable to Global Horizon
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