



*Conference:
Management - Master Class*

*28 September - 2 October 2025
Cairo (Egypt)
Holiday Inn & Suites Cairo Maadi, an IHG Hotel*

Conference: Management - Master Class

Conference code: CO8138 From: 28 September - 2 October 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Conference Fees: 3875 € Euro

Introduction

This seminar offers a chance to step back from daily managerial pressures and focus on broader strategic and organizational goals. Participants will gain tools to analyze forces shaping their organization, develop a strategic vision, and manage performance effectively. Learn to interpret organizational culture, build trust and influence, and delegate with confidence. This program equips you with the skills to set meaningful long-term objectives for personal and organizational success.

Objectives

- 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

Methodology

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

- 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

- 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

Outlines

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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