



*Conference:
Developing Personal Effectiveness with Positive
Skills*

21 - 25 June 2026

Cairo (Egypt)

Holiday Inn & Suites Cairo Maadi, an IHG Hotel

Conference: Developing Personal Effectiveness with Positive Skills

Conference code: CO8160 From: 21 - 25 June 2026 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel
Conference Fees: 4100 € Euro

Introduction

Success in the business world begins with applying discipline to your life and actions, fostering personal effectiveness and professional excellence. As S. N. Bremer emphasized, self-mastery is the cornerstone of self-development, and Aldous Huxley highlighted that improving yourself transforms your universe. Your self-image acts as a blueprint, shaping your actions and achievements, as Denis Waitley noted, emphasizing the power of internal growth over external circumstances. This conference aims to instill discipline, positivity, and motivation to help you unlock your full potential and achieve success.

Objectives

- To empower and enable you, to develop in the areas of personal effectiveness, and character empowerment, that is required in today's global economy
- To build these empowerment skills into achieving excellence in every area of personal and corporate life.
- To highlight the 90% "People Factor", in contrast with the 10% "Performance Factor."
- To equip and maximize your potential, develop positive habits, and thus increase your productivity, in the workforce.

Benefits

- How to be more disciplined and personally effective.
- What empowers and what disempowers a person.
- How to build a positive work environment.
- How to understand teleological thinking.
- How to move from the negative cycle and into the positive success mode.
- How to release a new drive and motivation into your life and work environment.
- How to empower your life for positive results.

Results

- Understanding the significance of your self-image.

- Understanding the 6 basic psychological needs of man.
- Knowing how to control and discipline your mind.
- Discovering how to bring personal character change.
- Building up a positive inner belief system.
- Knowing how to practice effective interpersonal relationship skills.
- How to practice having a positive mental attitude.
- Practicing positive word empowerment.
- Working and developing a transformational vocabulary.
- Implementing a proactive lifestyle.

Core Competencies

- Knowing how to direct your conscious and subconscious mind.
- Learn how to overcome negative thinking and a restrictive past.
- Developing an improved self-image.
- Increasing your confidence.
- Develop a daily, disciplined lifestyle.
- Practicing mirror motivation every day.
- Practice speaking our positive and encouraging words.
- Increase showing appreciation to others.
- Learning to develop a positive mental attitude.
- Become proactive conscious.

Outlines

Day 1: Mind Empowerment

- What does the word "think" really mean?
- Thought precedes all action
- Roger Bannister's program to break the 4-minute mile barrier

- Understand the power of your conscious subconscious mind
- Realize the power of your imagination
- Understand the significance of teleological thinking
- How to deal with disempowering thinking
- How to use the Replacement Principle
- How to create a disciplined character

Day 2: Appreciation Empowerment

- One of the six basic psychological needs of man
- Why is appreciation so important?
- Learn the attitude of gratitude
- Express appreciation to those you work with
- Discover the statements that build appreciation
- Learn how to express appreciation in a variety of ways
- Learn how to make appreciation a vital part of your life

Day 3: Attitude Empowerment

- What does "attitude" really mean?
- What is the 85% x 15% attitude success factor?
- Understand the importance of attitude adjustment
- Mallory's failed expedition to Mt. Everest
- How to maintain the right Attitude?
- Associate with Positive growing people
- Listen to, and read daily motivational materials
- Enjoy the medicine of real laughter
- Have a fresh and new attitude in everything you do
- How to create a disciplined character

Word Empowerment

- Every word you speak releases the power
- Every declared word is empowered positively or negatively
- How your words can build up or destroy a person
- Learn what sort of words encourage and build up people
- When you open your mouth, your mind is on parade!
- How to make wise decisions

Day 4: Self-Image Empowerment

- Understanding who you are
- What is your Self-Image?
- Discover the one prime cause for success or failure in life
- Release yourself from other people's expectations
- Know the power of discovering your self-image
- How to overcome a low self-image
- Discover the power of choice
- How to build your self-esteem
- See what creates your Screen of reality
- How do you see yourself?
- Realize nothing has any perspective, other than what you give it
- Check your train of emotional thought
- How do you process an event?
- See how your choice affects your circumstances
- Create a new picture, of a new you
- How to develop healthy self-esteem

Day 5: Motivation Empowerment

- What does the word "motivation" really mean?
- Learn what motivates you and what motivates other people
- What happens when you are personally motivated?
- Find out the key factor in a survey of 100 "most successful business persons in the world"
- What does motivation do? Discover the 10 powerful results!
- Discover the medical findings and physiological impact that motivation brings to the body
- Find out why we lose motivation
- Learn the 3 major steps of motivation empowerment
- How to be action orientated
- Develop and proactive lifestyle

Registration form on the Conference: Developing Personal Effectiveness with Positive Skills

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