



*Conference:  
Business Brain Train*

*19 - 30 July 2026*

*Cairo (Egypt)*

*Holiday Inn & Suites Cairo Maadi, an IHG Hotel*

## Conference: Business Brain Train

Conference code: CO8075 From: 19 - 30 July 2026 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel  
Conference Fees: 6300 € Euro

### Introduction

When did you last stop to think about how you work at work - and whether the way you work could be changed to help you be more successful? The Business Brain Train Seminar provides a thoroughly enjoyable environment for you to explore these questions. It shows how to make yourself more effective using mind mapping; teaches techniques for faster, more effective reading, and shows how to use memory systems to remember information. It examines techniques for idea generation, creativity and problem solving; planning; time management; and inter-personal communication skills including making a speech and how to improve meetings. It focuses on the core skills required for success in any enterprise. **The seminar helps individuals:**

- Read faster and read better combining speed reading with techniques for better comprehension
- Learn how to use mind mapping for planning, note-making, and clearer-thinking
- Learn the secrets of memory systems - and how to use them to remember information
- Generate ideas and use problem-solving techniques
- Develop strategies for managing time, priorities and pressure
- Understand the importance of the whole brain effect on business effectiveness

### Objectives

- Read faster and more efficiently. Tackle reading tasks with more confidence
- Combine fast reading, mind-mapping and memory skills with time management techniques to help handle information overload
- Develop effective strategies for managing time, priorities and pressure
- Be able to explore and develop new ideas and approaches
- Be more confident in your ability to work in groups, to contribute ideas and to take initiative and responsibility
- Understand how to create a success culture using business brain skills

### Target Audience

- Professionals seeking to improve personal productivity and effectiveness
- Managers and Team Leaders
- Administrative and Office Professionals
- Business Analysts and Knowledge Workers
- Project Coordinators and Support Staff
- HR and Learning & Development Professionals
- Executives handling high volumes of information
- Professionals involved in planning, communication, and decision-making
- Individuals aiming to improve reading, memory, and thinking skills
- Organizations focused on enhancing employee performance and efficiency

### Outlines

### Day 1: Brain Skills, Fast Reading and Mind Mapping

- Thinking about reading - and challenging your existing assumptions
- Check current reading speed and understanding of the reading process
- How the brain works and its relevance for reading more effectively and remembering more
- The mechanics of how the eye works in tandem with the brain
- Breaking delusions: challenging beliefs and assumptions about reading
- Reading environment
- How to be a 'successful' reader
- Different approaches to note-making
- How to mind map

### Day 2: Reading Strategies and Memory Systems

- Reading strategies: the theory
- Successful reading: increasing reading speed and effectiveness
- Reading practice
- Thinking about remembering
- Memory systems introduced Memory magic?
- Remembering numbers
- Using mind mapping to help you remember what you have read
- Review of skills learned

### Day 3: Reading at Work, Memory Rhythms and Thinking in Groups

- More memory magic
- Different approaches for reading documents, textbooks, emails, and the web
- Getting control how to read a book in a hurry
- How we remember - and how we forget and what to do about it!
- Using mind mapping and reading strategies together
- Thinking and working in groups
- Project: mind mapping in teams
- Revision

### Day 4: Time Management and Outcome Planning For Better Results

- Team mind mapping presentations
- Outcome planning for better results
- Better time management as a tool for handling information overload
- Reading: understanding an article and extracting key points
- Mind mapping software e.g. Mind Manager, iMindMap, NovaMind
- Mind mapping: when to use the software, when to use paper
- Developing listening skills as part of the note-making process
- Revision in context

### Day 5: Problem Solving, Meetings and Planning for Success

- Putting it All Together: Your Toolkit for Handling Information Overload
- Reading, remembering
- Communicating in working life
- Preparing for and participating in meetings
- Reflective review what have you learned and how can you apply it in the real world?

- Planning for success and planning to practice

#### Day 6: Planning for Success

- Tools for Handling Information Overload: review
- Using the tools during the week
- The 4 Steps to Successful Time management
- Getting control of your in-tray
- Tackling time stealers
- Planning to succeed
- Reading research project
- Barriers to communication

#### Day 7: Creativity Unplugged and other business brain tools

- Creativity: what is it, why is it important and can it be learned?
- Great modern thinkers
- Creativity unplugged: approaches to problem-solving
- Creative thinking tools
- Balancing information and creativity to get results
- The power of perception - a business brain tool
- Silo thinking versus other people's views
- Using Memory Systems for business?

#### Day 8: Understanding Groups and Organizations

- How organizations work understanding the OTHER parts!
- Proper housekeeping: why money matters in your job and in your own organization
- Getting to grips with numbers
- Being better at business
- Memorize a speech plus tips for speaking in public
- Thinking and working in groups
- Group mind mapping project: "Dilemma"
- Results planning the ORCA strategy

#### Day 9: Creating a Success Culture

- Self-confidence and initiative
- Assertiveness, fluff-busting and attentive listening
- Getting your point across outcome planning
- Body language: speaking without words
- Making a presentation
- The whole brain effect in leadership and management
- Working with multiple stakeholders to get results
- Creating a success culture

#### Day 10: Managing Personal Effectiveness to Get Results

- Manage time and pressure
- Open thinking and learning
- Understanding meetings: hats, humour and how to get out of a hole
- Teamwork: your role and job in the context of any organization



- Perceptual positions
- Managing Personal Effectiveness to Get Results
- Planning for success and planning to practice
- Feedback and final presentations

## Registration form on the Conference: Business Brain Train

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

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