



*Conference:  
The Advanced Management Workshop*

*23 - 27 August 2026*

*Cairo (Egypt)*

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

## Conference: The Advanced Management Workshop

Conference code: CO235481 From: 23 - 27 August 2026 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Conference Fees: 4100 € 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

### Outlines

Day 1:

#### 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 2:

##### 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 3:

##### 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 4:

##### 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 5:

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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
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