



Conference:
Management - Master Class

24 - 28 January 2027
Cairo (Egypt)

Conference: Management - Master Class

Conference code: CO8138 From: 24 - 28 January 2027 Venue: Cairo (Egypt) - Conference Fees: 4100 € 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

Target Audience

- Senior Managers & Executives
- Department Heads & Functional Managers
- Team Leaders & Supervisors
- Strategic Planning & Business Development Professionals
- Human Resources Managers & Organizational Development Specialists
- Project & Operations Managers

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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