



Conference:
Managing & Motivating Towards Excellence

13 - 17 June 2027
Cairo (Egypt)

Conference: Managing & Motivating Towards Excellence

Conference code: CO8093 From: 13 - 17 June 2027 Venue: Cairo (Egypt) - Conference Fees: 4100 € Euro

Introduction

This seminar focuses on building a collaborative "one team" organizational culture where employees are actively engaged, motivated, and empowered to contribute ideas and performance excellence. It emphasizes a shift from traditional command-and-control leadership to innovative, people-centered leadership that develops emotional intelligence, creativity, and motivation. Participants will learn how to unlock employee potential, enhance teamwork, and drive continuous improvement to achieve organizational success.

Objectives

By the end of the conference, participants will:

- Gain insights into their own strengths and weaknesses and leadership styles
- Be able to understand the emotional makeup of their teams, colleagues and customers
- Have begun to develop leadership competencies and skills to motivate employees
- Understand and begin to practice innovative leadership
- Have built a foundation for continuous Improvement
- Be able to harness their employees' emotional intelligence to release creativity in the workplace
- Understand and practice key people skills to motivate towards excellence

Target Audience

- Senior Managers and Executives
- Team Leaders and Supervisors
- HR and Organizational Development Professionals
- Learning & Development Managers
- Department Heads and Operational Managers
- Project and Program Managers
- Professionals responsible for employee engagement and performance
- Emerging leaders and high-potential employees
- Anyone aiming to improve leadership, motivation, and people management skills
- Organizations focused on culture change, innovation, and performance excellence

Outlines

Day 1: Adopting the new organizational culture through understanding people

- Importance of perception
- Perception in the workplace
- Maximizing our perceptual ability
- Type & trait theories of human personality
- Understanding Personality styles
- Optimizing our personality strengths

- Removing emotional blind spots
- Appropriate self-disclosures

Day 2: Motivating employees

- Understanding motivation
- Motivating ourselves and others
- Applying theories of motivation in the workplace
- How leaders can motivate employees
- Removing blocks to motivation
- Motivation for excellent performance
- Motivating a high-performance team
- The Art of Giving and Receiving Criticism

Day 3: Motivating innovative & creative thinking in the workplace

- Psychological principles of creativity in the workplace
- Encouraging creativity for continuous improvement
- Convergent & divergent thinking
- Understanding and managing creative people
- Stages of the creative process: Preparation, Incubation, Illumination & Verification
- Transforming blocks to creativity
- Creativity for business breakthroughs
- Divergent Thinking Skills for Innovative Leadership

Day 4: The new leader

- Psychological principles of leadership
- Theories of leadership
- Leadership for managing performance
- Transactional leadership & transformational leadership
- Visionary & competent leadership
- Developing leadership integrity
- Innovative leadership for excellent performance
- Being Prepared to Lead

Day 5: Managing for Excellence

- Development of Vision, Mission, Key Goals and Key Processes
- Optimizing the leader's natural strengths
- Integrity & Compassion for Accountable Leadership
- Leadership for Performance Management
- Managing Change and getting others involved
- Leading by example
- Inspirational Leadership

Registration form on the Conference: Managing & Motivating Towards Excellence

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