



Leading with Confidence: Managing and Building
Confidence through Communications



20 April - 1 May 2025



Cairo (Egypt)

Leading with Confidence: Managing and Building Confidence through Communications

course code: C8168 From: 20 April - 1 May 2025 Venue: Cairo (Egypt) - InterContinental Cairo Semiram course Fees: 3750 Euro

The Conference

If you look at the most successful people within any organisation, you will notice that they all have a high level of self confidence, The ability to be strong, assertive and confident is a key skill that is needed by anybody who wishes to raise their profile and move to higher levels within the business.

- The ability to put your point across strongly in a meeting
- The be assertive when necessary
- The ability to say NO, when needed
- The ability to confidently stand and speak to a group of people
- The ability communicate your confidence to others
- The ability to stand your ground

It is a proven fact that your Level of personal self confidence will impact greatly on your business success, this course is designed to for all people who wish to boost up their confidence and assertiveness so that they can lead people more effectively.

The higher you move up the organisation the more important it is to be seen as strong and confident and assertive, this course is a crash course in building these key skills so that you progress upwards within the organisation.

The Goals

By the end of this seminar you will be able to:

- Speak to groups in a way that will inspire and motivate them
- Put your message across assertively in business meetings
- Get people to buy into your ideas
- Win around doubter's and people who disagree
- Say NO
- Speak with passion and confidence
- Project confidence and credibility to those you work with
- See a dramatic increase in your level of self confidence

The Process

The seminar is highly interactive, and will require participation from all that attend, a mixture of lecture, group discussion, practical exercises, people will be taught how to communicate to groups and have the chance to practice.

The Benefits

Participants will gain a noticeable increase in self confidence. And be able to communicate with confidence in all business situations, run more effective meetings, sell their ideas more easily, influence people at all levels, and be more dynamic. This will help them to be noticed by people at higher levels, and raise their profile within the organisation.

The Results

Modern organisations need their employees to be able to sell their ideas, run effective meetings and motivate their teams to achieve the goals of the business, people returning from this course will have a higher level of self confidence, and will be trained to communicate assertively and professionally. Because of this increase in self confidence you will see the participant return with more enthusiasm and be willing to take more risks.

The Core Competencies

This seminar aims to enable participants to develop the following competencies:

- Building upon our level of self confidence
- Build a credible business image
- Be confident in all business situations
- Communicate clearly, so that others understand and buy in
- Sell our ideas to senior level
- Be seen as a strong, assertive confident leader

The Conference Content

Creating a Confident and Credible Image

- What does it mean to be strong, confident, assertive
- Where does self confidence come from
- The comfort zone and its impact on business success
- Banishing the fear of speaking in public
- Self perception and its impact on confidence
- How being confident can help you raise your profile
- Body language and its impact on credibility
- Dress and grooming (everything matters)

Confident Communication to Groups

- How to run efficient and effective meetings
- How to prepare for and structure a business presentation
- How to get over the nerves of giving a business presentation
- Effective questioning skills
- Dealing with questions from senior leaders
- How to sell yourself and your organization and your ideas
- Building rapport in business presentations

Confident Communicating to Get Results

- The power of using stories to get messages across
- Using analogies effectively
- Using evidence to win people over to your way of thinking
- Increasing your personal power and charisma
- When to be strong and when to play weak
- Inclusive/exclusive language and its effect on people

Communicating Passion

- The importance of passion
- Developing courage and confidence in conflict situations
- Beating your comfort zone and taking more risks
- How not to be afraid of speaking strongly in meetings and presentations
- Using our full range of communication
- Powerful closes that move people to action
- Become a magnetic personality

Enhancing your Profile Within the Business

- How to conduct yourself to senior people
- How sell change to people who don't want to change
- How sell unpopular policies to team
- How to make yourself memorable
- Be a radiator, not a drain
- The speaking challenge