



Management - Master Class



27 April - 1 May 2025



Cairo (Egypt)

Management - Master Class

course code: C8138 From: 27 April - 1 May 2025 Venue: Cairo (Egypt) - InterContinental Cairo Semiram course Fees: 3700 Euro

Introduction

This fast-paced seminar provides an opportunity to stand back from the day-to-day pressures of managerial life and focus on the wider arena. Rather than covering all areas of management, the programme focuses on those topics that many Management Professionals find little time to address during their typical busy working day. The aim is for participants to gain a holistic view of their wider organisational and strategic context and give them the tools to formulate meaningful longer-term personal and organisational objectives.

The highlights of this seminar are:

- How to analyse the external and internal forces at work in an organisation
- How to develop and communicate a compelling strategic vision
- How to measure and manage performance
- How to interpret organisational culture
- How to build influence and trust within and beyond the team
- How to delegate effectively

Objectives

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

- Describe the effect of the external and competitive environment on their organisation
- Select appropriate methods for measuring and managing performance
- Describe their organisation'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

Conference Methodology

The seminar will combine presentations with facilitated discussions, interactive practical exercises, small-group activities and case studies. The course is delivered in a highly interactive style, and will be supported by case studies and video to enhance the learning experience

Organisational Impact

- Have a clear understanding of management essentials
- Be better able to coach and improve productivity
- Better understand their own strengths and weaknesses
- Be more confident to take bold decisions
- Have a better knowledge of dealing upwards in an organisation

- Return with renewed energy and passion to manage their team

Personal Impact

- Reflect on your own management style so that you can improve
- Learn how to win people to your way of thinking
- Learn how to deal with difficult and lazy employees
- Learn how to take control of your time
- Learn how to manage upwards as well as with your team
- Learn how to motivate and create a culture of responsibility

CONFERENCE OUTLINE

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

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

Organisational Behaviour and Human Resources

- Organisational form
- Culture, climate, values and norms
- Team and group dynamics
- Assigning responsibilities

- Deputise to free up time
- Fundamentals of human resource management
- Appraisal and reward
- Learning and development

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

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