MERCURY

Management and Business Leadership Training

7 – 11 March 2027
Cairo (Egypt)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 121452_1033197 **Date:** 7 – 11 March 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

Introduction

The Management and Business Leadership training course equips professionals with the essential knowledge and strategic capabilities required to lead organizations effectively in today's competitive business environment. This course explores the core principles of modern management, leadership styles, and decision-making frameworks that drive sustainable business success. Participants will gain an understanding of organizational behavior, performance management, and the execution of business strategy. This program emphasizes developing leadership agility, communication excellence, and the ability to manage change in dynamic markets. It addresses practical approaches to team leadership, innovation, and operational efficiency. Participants will become impactful leaders and decision-makers.

Targeted Groups

This Management and Business Leadership training targets professionals seeking knowledge and skills:

- Business managers aiming to enhance leadership effectiveness
- Team leaders seeking structured management techniques
- Entrepreneurs developing scalable business leadership strategies
- Project managers improving decision-making capabilities
- HR professionals involved in leadership development programs
- Supervisors transitioning into senior management roles
- Executives seeking strategic leadership and organizational growth
- Professionals pursuing advanced management training courses

Course Objectives

Participants will achieve the following objectives by completing the Management and Business Leadership Training course:

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- Understand core principles of business management and leadership
- Analyze different leadership styles and their applications
- Develop strategic thinking and business decision-making skills
- Enhance communication and interpersonal leadership abilities
- Apply effective team management and motivation techniques
- Evaluate organizational performance and improvement strategies
- Build problem-solving and critical thinking capabilities
- Strengthen change management and adaptability skills
- Improve planning, delegation, and time management practices
- Integrate leadership frameworks into real business scenarios
- Assess risk management and operational challenges
- Support innovation and continuous improvement initiatives

Targeted Competencies

Participants will gain the following competencies during the Management and Business Leadership Training program:

- Strategic leadership and decision-making skills
- Effective communication and business presentation abilities
- Team leadership and performance management expertise
- Organizational analysis and problem-solving techniques
- Change management and adaptability capabilities
- Business planning and execution proficiency
- Conflict resolution and negotiation skills
- Time management and productivity improvement
- Leadership influence and stakeholder engagement
- Analytical thinking and data-driven decision-making

Studying Scenarios

In this Management and Business Leadership training, participants develop skills through the following scenarios:

- Managing a high-performing team in a competitive business environment
- Leading organizational change during business transformation
- Resolving conflicts between departments and stakeholders
- Making strategic decisions under uncertainty and risk
- Improving team productivity through leadership techniques
- Developing business strategies for growth and sustainability

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Course Content

Unit 1: Fundamentals of Management and Leadership

- Define management and leadership roles in modern organizations
- Differentiate between leadership and management responsibilities
- Explore key leadership theories and models
- Understand the evolution of business leadership practices
- Identify characteristics of successful business leaders
- Analyze leadership styles and their impact on teams
- Examine ethical leadership and corporate responsibility
- Understand organizational structures and management functions

Unit 2: Strategic Leadership and Business Planning

- Understand strategic management principles and frameworks
- Develop vision, mission, and organizational goals
- Analyze internal and external business environments
- Apply SWOT and competitive analysis techniques
- Explore decision-making models in business leadership
- Understand risk assessment and mitigation strategies
- Develop business strategies aligned with organizational objectives
- Evaluate performance indicators and business outcomes

Unit 3: Team Leadership and Performance Management

- Understand team dynamics and group behavior
- Develop effective team leadership strategies
- Apply motivation theories in workplace environments
- Manage team performance and productivity
- Conduct performance evaluations and feedback sessions
- Build high-performing and collaborative teams
- Address workplace conflicts and improve team relationships
- Enhance employee engagement and retention strategies

Unit 4: Communication and Leadership Influence

- Develop effective communication strategies for leaders
- Improve verbal and non-verbal communication skills
- Apply active listening techniques in leadership
- Enhance presentation and public speaking skills
- Build influence and persuasion in business settings
- Manage stakeholder relationships effectively
- Navigate difficult conversations and negotiations
- Strengthen cross-cultural communication in global business

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Unit 5: Change Management and Organizational Development

- Understand change management principles and models
- Identify drivers of organizational change
- Develop strategies for leading business transformation
- Manage resistance to change within organizations
- Apply innovation and continuous improvement methods
- Enhance organizational agility and adaptability
- Evaluate the impact of change on performance
- Build sustainable leadership practices for long-term success

Final Insights & Key Takeaways

Effective management and business leadership require a balance between strategic thinking, people management, and operational excellence. This course empowers professionals to lead with confidence, drive organizational success, and adapt to evolving business challenges.