



Business Brain Training Development Conference

27 December 2026 – 7 January 2027
Cairo (Egypt)





Business Brain Training Development Conference

Ref: 8075_274109 **Date:** 27 December 2026 – 7 January 2027 **Location:** Cairo (Egypt) **Fees:** 6000 Euro

Introduction:

When did you last stop to think about how you work and whether your work could be improved to help you succeed? The business brain training seminar provides a thoroughly enjoyable environment to explore these questions.

The business brain training conference shows how to become more effective using mind mapping, teaches techniques for faster, more effective reading, and demonstrates how to use memory systems to remember information.

The business brain training conference examines techniques for idea generation, creativity, problem-solving, planning, time management, and interpersonal communication skills including making a speech and improving meetings. The business brain training workshop focuses on the core skills required for success in any enterprise.

Harnessing The Business Brain:

In today's fast-paced business environment, leveraging cognitive capabilities, the business brain, has become imperative for success. This segment addresses mindfulness business training and delves into the strategic application of the mind in business settings.

Participants will engage in the mindful business workshop and conference to bolster business brain training, enhance decision-making, and foster innovative thinking.

Targeted Groups:

- Managers, Supervisors, and Team Leaders.
- Human Resources.
- Employees in all departments.

Conference Objectives:

At the end of this business brain training and development conference, the participants will be able to:

- Read faster and more efficiently.
- Tackle reading tasks with more confidence.
- Combine fast reading, mind-mapping, and memory skills with time management techniques to help handle "information overload."
- Develop effective strategies for managing time, priorities, and pressure.
- Explore and develop new ideas and approaches.
- Be more confident in working in groups, contributing ideas, and taking initiative and responsibility.
- Understand how to create a "success culture" using "business brain skills."
- Learn how to use mind mapping for planning, note-making, and clearer thinking.
- Learn the secrets of memory systems - and how to use them to remember information.
- Generate ideas and use problem-solving techniques.
- Develop strategies for managing time, priorities, and pressure.
- Understand the importance of the whole brain effect on business effectiveness.

Targeted Competencies:

At this business brain training and development conference, the target competencies will be able to:

- NLP and Emotional Intelligence.
- Brain skills.
- Reading strategies.
- Mind mapping.
- Problem-solving.
- Time management.
- Communication skills.

Conference Content:

Unit 1: Brain Skills, Fast Reading, and Mind Mapping:

- Think about reading - and challenging your existing assumptions.
- Check current reading speed and understanding of the reading process.
- How the brain works and its relevance for reading more effectively and remembering more.
- Understand the mechanics of how the eye works in tandem with the brain.
- Breaking delusions: challenging beliefs and assumptions about reading.
- Reading environment.
- How to be a successful reader?
- Different approaches to note-making.
- How to open a mind map?

Unit 2: Reading Strategies and Memory Systems:

- Reading strategies: the theory.
- Successful reading: increasing reading speed and effectiveness.
- Reading practice.
- Think about remembering.
- Memory systems introduced Memory magic?.
- Remember numbers.
- Use mind mapping to help you remember what you have read.

Unit 3: Reading at Work, Memory Rhythms, and Thinking in Groups:

- More memory magic.
- Learn different approaches for reading documents, textbooks, emails, and the web.
- Get control how to read a book in a hurry.
- How we remember - and how we forget and what to do about it!.
- Use mind mapping and reading strategies together.
- Think and work in groups.
- Project: mind mapping in teams.

Unit 4: Time Management and Outcome Planning for Better Results:

- Team mind mapping presentations.
- Outcome planning for better results.
- Learn how to use better time management to handle information overload.
- Reading: understanding an article and extracting key points.
- Mind mapping software e.g., MindManager, iMindMap, NovaMind.
- Mind mapping: when to use the software, when to use paper.
- Develop listening skills as part of the note-making process.
- Revision in context.

Unit 5: Problem Solving, Meetings, and Planning for Success:

- Putting it All Together: Your Toolkit for Handling Information Overload.
- Read and remember.
- Communicate in working life.
- Prepare for and participate in meetings.
- Understand reflective review what have you learned, and how can you apply it in the real world?.
- Plan for success and plan to practice.

Unit 6: Planning for Success:

- Tools for Handling Information Overload: review.
- Use the tools during the week.
- The 4 Steps to Successful Time Management.
- Get control of your in-tray.
- Tackle time stealers.
- Plan to succeed.
- Read the research project.
- Communication barriers.

Unit 7: Creativity Unplugged:

- Creativity: what is it, why is it essential, and can it be learned?
- Great modern thinkers.
- Creativity unplugged: approaches to problem-solving.
- Creative thinking tools.
- Balance information and creativity to get results.
- Know the power of perception and a business brain tool.
- Silo thinking versus other people's views.
- Using Memory Systems for Business?

Unit 8: Understanding Groups and Organizations:

- How do organizations work understanding the OTHER parts!?
- Proper housekeeping: why money matters in your job and your organization.
- Get to grips with numbers.
- Be better at business.
- Memorize a speech plus tips for speaking in public.
- Think and work in groups.
- Group mind mapping project: 'Dilemma.'
- Understand results planning the ORCA strategy.

Unit 9: Creating a Success Culture:

- Self-confidence and initiative.
- Understand assertiveness, fluff-busting, and attentive listening.
- Get your point across outcome planning.
- Body language: speaking without words.
- Make a presentation.
- Learn about the whole brain effect in leadership and management.
- Work with multiple stakeholders to get results.
- Create a success culture.

Unit 10: Managing Personal Effectiveness to Get Results:

- Manage time and pressure.
- Open thinking and learning.
- Understand meetings: hats, humor, and getting out of a hole.
- Teamwork: your role and job in the context of any organization.
- Perceptual positions.
- Managing Personal Effectiveness to Get Results.
- Plan for success and plan to practice.
- Learn about Feedback and final presentations.