MERCURY

# Mind, Attitude & Motivation Power for Professional Excellence Conference

21 – 25 February 2027
Cairo (Egypt)



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

MERCURY

# Mind, Attitude & Motivation Power for Professional Excellence Conference

**Ref:** 8139_286129 **Date:** 21 – 25 February 2027 **Location:** Cairo (Egypt) **Fees:** 3500 Euro

## Introduction

According to the Harvard Business Review, 85% of the reason a person gets, keeps, and performs well in a job depends on their ATTITUDE and only 15% on their APTITUDE. Aptitude is your University degree, diploma, training, and knowledge. Most companies spend almost all their training budget on technical and skill development. However, today, cutting-edge companies and organizations are selecting and incorporating peak performance training and personal development to increase the performance and productivity of their staff.

The well-known Cox Report of American Business unequivocally stated that as many as 94% of the top executives of Fortune 500 Companies attributed their success more to ATTITUDE than any other ingredient! Professional excellence is primarily determined by harnessing and maximizing mind, attitude, and motivation power.

This is highly interactive, inspirational, and motivational training that will turbo-charge your personal and business life. The mind, attitude, and motivation power for the professional excellence conference will bring about incredible, positive mindset changes and give you lifestyle attitudes that will motivate your life to an exciting new level!

## Targeted Groups

- Managers, Supervisors, and Team Leaders.
- Also, this attitude, mind, and motivation conference suits all the staff in all departments and levels.

## Conference Objectives

At the end of this attitude, mind, and motivation conference, the participants will be able to:

- Explain the significance and impact of the mind.
- Identify the power of choices, decisions, and actions.
- Show how attitude and interpersonal relationships affect every area of our lives.
- Develop specific life management skills.
- Know how to motivate yourself and others.
- Develop proactive motivation as a way of life.
- Appreciate the power of their mind.
- Understand how to use their creative subconscious mind.
- Understand the importance of interpersonal and relationship skills.
- Learn the steps of how to use attitudinal behavior daily.
- Learn about Life management skills to bring success into every area of their lives.

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

## Targeted Competencies

At the end of this attitude, mind, and motivation conference, the target competencies will be able to:

- Understand and harness the power of your mind.
- Use your subconscious to move forward into a dynamic new dimension.
- Understand what attitude and self-image power living is all about.
- Appreciate why positive attitudinal behavior is crucial for business success.
- Highly motivate yourself and train and equip others to do the same.
- Make a paradigm shift to achieve a dynamic, highly motivated lifestyle.

## Conference Content

### Unit 1: Harnessing the Power of Your Mind

- Understanding your amazing brain.
- The importance of the mind.
- Handling the challenge of change and transition.
- Sowing and reaping principle - Cause and effect.
- How has conditioning affected your life?
- Understand your conscious and subconscious mind.
- How to re-program your subconscious mind.
- Learn how to deal with destructive fear.

### Unit 2: Selective and Creative Thinking

- Discover the principle of replacement.
- How to deal with destructive thoughts.
- Find out why enthusiasm is so important.
- A mindset indicator.
- How to develop a positive mindset channel.
- Communication between your mind and your body.
- Dr. Bernie Seigle's observations.
- Teleological thinking.
- Develop a positive self-image and creative thinking.
- Your perspective will affect everything you do.

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

## Unit 3: Discover The Significance of Attitudinal Living

- What does attitude mean?
- Find the greatest discovery of the 20th Century.
- Discover the power of personal and corporate resilience.
- See how your attitude will position you.
- Why do we need an attitude adjustment?
- Advantages of a positive mental attitude.
- How to overcome a negative mental attitude with a PMA.
- How to maintain the right attitude.

## Unit 4: Attitude Management

- Discover the Golden Rule of Interaction.
- What is the extra-mile principle?
- Learn the 85% - 15% success principle.
- Discover the psychology of a winning smile.
- To find out how successful people manage their lives.
- Develop an attitude of personal determination and persistence.
- See how your attitude affects your fellow staff and customers.

## Unit 5: Mind Set Motivation

- Understand the as a man thinks principle.
- Know the power of the cassette and CDs on the mind.
- The power of repetition.
- Why is motivation so important? What does it mean?
- Motivation creates energy.
- The key activity of the 100 most successful businessmen.
- Goal setting motivation.
- Discover what momentum motivation will do for you.
- The 2 major types of motivation.
- 35 ways to stay motivated.
- What does it mean to be proactive in every area of your life?