MERCURY

Strategic Business & Leadership Skills Training

25 July – 5 August 2027
Amman (Jordan)



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Ref: 15461_308788 **Date:** 25 July – 5 August 2027 **Location:** Amman (Jordan) **Fees:** 5500 Euro

Introduction:

Participants will enhance their professional capabilities in the Strategic Business and Leadership Skills training course. They will delve into powerful techniques designed to boost their strategic leadership in business, effectively manage strategic business decisions, and navigate complex strategic business issues. This course offers the insights and tools to excel in a dynamic business environment, whether they are established strategic business leaders or aspiring to become one.

When did participants last pause to evaluate their workplace methods, considering whether there is room for improvement to achieve greater success? The Business Brain Train provides a stimulating environment for self-reflection and personal development. They will learn to optimize their performance through mind mapping, adopt strategies for speed reading, memorize information with effective memory systems, and apply techniques for idea generation, creativity, and problem-solving.

This Strategic Business and Leadership Skills training course will enhance participants' time management, planning, and interpersonal communication skills, including public speaking and meeting facilitation. Its core is developing key business and leadership skills essential for success in any sector.

Targeted Groups:

- Managers, Supervisors, and Team Leaders.
- Human Resources professionals.
- Employees across various departments want to enhance their business and leadership coaching abilities.

Course Objectives:

By the end of this Strategic Business and Leadership Skills course, participants will:

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- Read quickly and efficiently.
- Approaching reading tasks with increased confidence.
- Employ a blend of rapid reading, mind mapping, and memory skills alongside time management strategies to manage information overload.
- Formulate effective techniques for managing time, setting priorities, and coping with pressure.
- Discover and foster new ideas and methodologies.
- Gain confidence in working collaboratively, contributing ideas, and taking initiative and responsibility.
- Comprehend the creation of a success culture using business brain skills.
- Utilize mind mapping for effective planning, note-making, and clearer thinking.
- Unlock the secrets of memory systems for long-term information retention.
- Generate ideas and employ problem-solving techniques.
- Develop strategies for managing time, priorities, and pressure.
- Understand the impact of whole-brain thinking on business effectiveness.

Targeted Competencies:

The target competencies in this Strategic Business and Leadership Skills training will:

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

Course Content:

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

- Exploration of reading habits and challenging existing assumptions.
- Assessment of current reading speed and comprehension.
- Insights into brain functionality about effective reading and memory.
- Understanding eye mechanics in conjunction with brain processing.
- Deconstructing myths about reading.
- Creating an optimal reading environment.
- Mastery of successful reading techniques.
- Comparing various note-making strategies.
- Mastering the art of mind mapping.

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Unit 2: Reading Strategies and Memory Systems:

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

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

- More memory magic.
- Different approaches for reading documents, textbooks, emails, and the web.
- Getting control how to read a book in a hurry.
- How we remember - and how we forget and what to do about it!.
- Using mind mapping and reading strategies together.
- Thinking and working 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.
- Better time management as a tool for handling information overload.
- Reading: understanding an article and extracting key points.
- Mind mapping software e.g., Mind Manager, iMindMap, NovaMind.
- Mind mapping: when to use the software, when to use paper.
- Developing 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.
- Reading, remembering.
- Communicating in working life.
- Preparing for and participating in meetings.
- Reflective review what have you learned, and how can you apply it in the real world?.
- Planning for success and planning to practice.

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Unit 6: Planning for Success:

- Tools for Handling Information Overload: review.
- Using the tools during the week.
- The 4 Steps to Successful Time Management.
- Getting control of your in-tray.
- Tackling time stealers.
- Planning to succeed.
- Reading research project.
- Communication barriers.

Unit 7: Creativity Unplugged:

- Defining and understanding the value of creativity within business.
- Examples of great modern thinkers and their impact.
- Hands-on problem-solving methods.
- Tools to boost creative thinking.
- Balancing creative and informational inputs for business outcomes.
- Business perception as a cognitive tool.
- Perspective shifts and their effects on business thinking.
- Possible applications of memory systems in business contexts.

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.
- Getting to grips with numbers.
- Being better at business.
- Memorize a speech plus tips for speaking in public.
- Thinking and working in groups.
- Group mind mapping project: 'Dilemma.'
- Results planning the ORCA strategy.

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Unit 9: Creating a Success Culture:

- Cultivating self-assurance and the ability to take initiative.
- Assertiveness training and attentive listening techniques.
- Effective communication and planning for desired outcomes.
- The significance of body language in non-verbal communication.
- Public speaking and presentation skills.
- The influence of holistic brain function on leadership and management.
- Engaging with multiple stakeholders to achieve results.
- Fostering a culture that underpins success.

Unit 10: Managing Personal Effectiveness to Get Results:

- Time and pressure management insights.
- Open-mindedness and continuous learning.
- In-depth analysis of meetings: participation strategies and overcoming obstacles.
- Understanding individual roles within a team context.
- Exploring perceptual positions.
- Strategies for maintaining personal effectiveness and achieving results.
- Planning for personal development and practice.
- Feedback loops and final presentation reviews.