



## Certificate in Leadership & Management Excellence Conference

18 - 29 Aug 2024  
Sharm El-Sheikh (Egypt)





# Certificate in Leadership & Management Excellence Conference

**Ref.:** 8184\_281079 **Date:** 18 - 29 Aug 2024 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 6300 Euro

## Introduction:

Corporations must nurture dynamic leaders who can help their employees be innovative, enterprising, focused, and fully productive. This leadership and management excellence conference presents an opportunity for leaders to learn management skills and leadership styles to maximize their impact and effectiveness in the workplace and give them the insights and skills necessary to utilize the abilities of those who report to them.

Focusing on real-life organizational issues and individual delegates' details will equip current and future leaders to meet the new and many challenges that accelerating globalization is presenting to all organizations.

The participants will develop leadership skills based on the latest scientific findings on making effective and creative decisions. You will also learn how to apply flexible leadership skills practically to help your team achieve its goals.

## Leadership Excellence Training and Certification:

This leadership and management excellence conference segment is designed to provide an in-depth understanding of leadership excellence. Participants will receive hands-on training to develop excellent leadership and management skills. This conference prepares professionals to earn a "Certified Leadership Professional" title as they engage in an advanced and executive leadership certification journey.

The leadership and management excellence program elevates management excellence by aligning with the core principles of a leadership excellence program. It contributes to their eligibility for a certificate of management excellence.

## Target Groups:

- Head of departments.
- Managers among all the managerial levels.
- Supervisors.
- Team leaders.

## Conference Objectives:

At the end of this leadership and management excellence conference, the participants will be able to:

- Develop appropriate management and leadership skills.
- Enhance leadership through a better understanding of leadership styles.
- Share their thinking and communicate their vision, purpose, and direction.
- Add a passion for motivating people.
- Encourage employees to think outside the box of conformity.
- Cultivate and manage creativity.
- Gain a greater awareness of yourself and your full leadership potential.
- Sharpen their leadership styles for the benefit of your team and department.
- Develop adaptability in dealing with different people.
- Enhance decision-making skills in employees.
- Apply effective decision-making skills in solving problems.
- Learn the essentials of creative and inspiring leadership.
- Build group cohesion and harmony.
- Learn how to cultivate key leadership styles for different situations and circumstances.
- Enhance personal growth and confidence in your leadership and management capabilities.

## Targeted Competencies:

At the end of this leadership and management excellence conference, the target competencies will be able to:

- Management and leadership skills.
- Self-confidence.
- Emotional intelligence.
- Change management.
- Flexibility in various leadership situations.
- Motivation skills.
- Decision-making skills.
- Communication skills.

## Conference Content:

### Unit 1: Successful Leadership Styles:

- Inspirational leadership.
- Power of influence.
- Understanding and developing others.
- Proactive leadership.
- Delegation as a leadership style.
- Motivational leadership.

## **Unit 2: Driving Radical Innovation:**

- Lateral thinking.
- Systemic innovation.
- Leveraging the power of diversity.
- Cultivating creativity.
- Managing change creatively.
- Implementing innovation.

## **Unit 3: Entrepreneurial Leadership:**

- Optimizing your leadership strengths.
- Becoming an environmental change agent.
- Developing personal empowerment.
- Using transformational vocabulary.
- Maximizing essential communication principles.
- Understanding the 3 major levels of communication.

## **Unit 4: Accountable Communication:**

- What is accountability?
- Improving personal credibility.
- Leading with integrity.
- Sharpen your communication skills.
- Listening with the heart.
- Inspiring and guiding the team.

## **Unit 5: Excellence in Leadership and Emotionally Intelligent Organizations:**

- Building bonds.
- Cooperation and team building.
- Forging emotionally intelligent teams.
- Resolving conflicts using emotional intelligence.
- Organizational awareness.
- Leading emotionally intelligent organizations.

## **Unit 6: Assessing Leadership Perceptions and Personality Impact:**

- How does Perception influence our leadership style?
- Understanding our personality.
- Personality and leadership style.
- Improving our strengths and managing our weaknesses.
- Maximizing our interpersonal relationships with others.
- Removing emotional and mental blind spots.

## **Unit 7: Developing Decision-Making Skills:**

- Using your left brain and right brain to make decisions.
- Split-brain theory for developing effective problem-solving skills.
- Developing openness to new ideas when making decisions.
- Promoting idea mobility in teams.
- Understanding the creative problem-solving process in individuals and teams.
- IDEAL problem-solving approach.

## **Unit 8: Applying Effective Decision-Making Skills in the Workplace:**

- Encouraging creative problem-solving for continuous improvement.
- Removing blocks to creative problem-solving.
- Convergent versus Divergent Thinking.
- Divergent Thinking Skills for solving problems.
- Using SCAMPER techniques to approach problem-solving.
- Applying SCAMPER techniques to make effective decisions.

## **Unit 9: Overcoming Mental Blocks to Decision Making:**

- Challenging self-imposed assumptions.
- Metaphorical thinking.
- Increasing new ideas.
- Getting people behind your ideas.
- Evaluating new ideas.
- Creative leadership.

## **Unit 10: Effective Leadership for Dynamic Problem-Solving:**

- Ensuring alignment with the corporate mission.
- Encouraging self-initiated activity.
- Endorsing Unofficial activity.
- Enhancing Serendipity.
- Importance of appreciating diverse stimuli.
- Practicing within-company communication for problem-solving.
- Developing a personal action plan.



**Registration form on the :  
Certificate in Leadership & Management Excellence Conference**

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Complete & Mail or fax to Mercury Training Center at the address given below

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