

Courses Profile

*The following slides are the course profiles
that had been designed / presented by:*

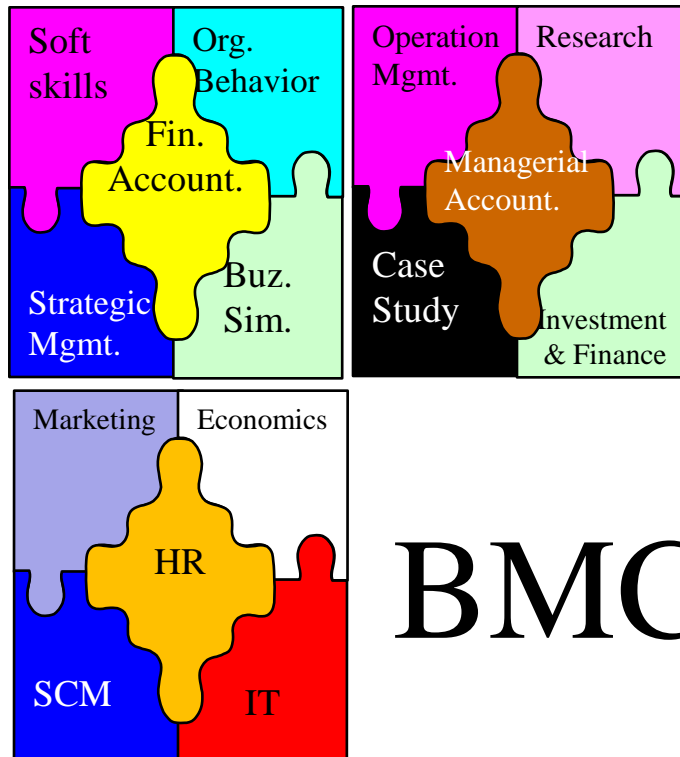
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Business Master Certificate

8 Months



Who should attend?

- Senior Managers & Executives.
- Middle Management.

Content:

- Management & Leadership.
- HR Management.
- Economics.
- Financial Management.
- Marketing Management.
- Supply Chain Management.
- IT Management.
- Operations Management.
- Strategic Management.
- Research, Case Study & Business Simulation.

Do We Know Ourselves?

8 Hours



Who should attend?

- All people who would like to achieve more success.

Content:

- Evaluate yourself.
- How to weigh our value?
- Measuring our achievements
- Competence Components.
- Competence Matrix.
- Measuring Human Skills.
- Measuring Conceptual Skills.
- Measuring Technical Skills.
- Reevaluate yourself.
- Set an action plan.

Intellectual Capital

16 Hours



Who should attend?

- Top Management.
- HR Managers.

Content:

- Human Resources Management.
- Competences Based HR System.
- Human Capital.
- HR Board and Balanced Scorecard.
- Effective Organization Culture.
- Code of Conduct.
- Code of Ethics.
- Structural Capital.
- Customer Capital.
- Process Capital.
- Innovation Capital.

Introduction to Lean Manufacturing

16 Hours



Who should attend?

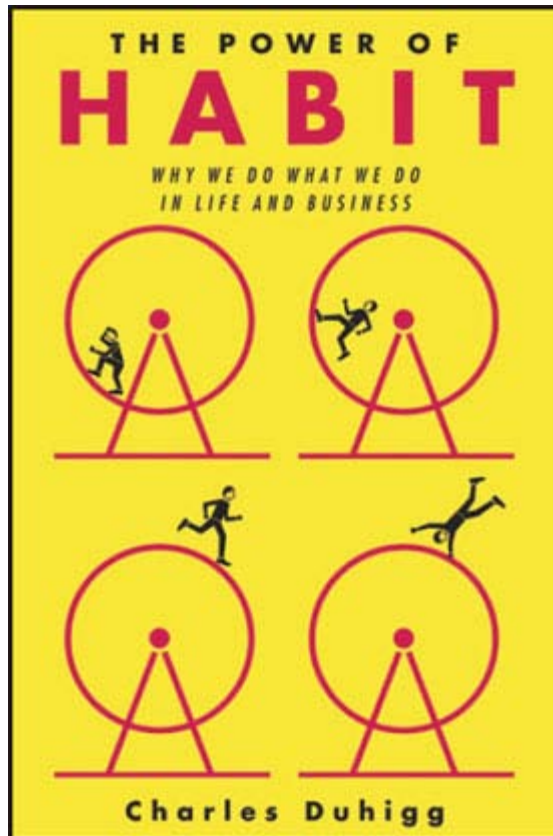
- Top Management.

Content:

- The concept.
- 5 Ss.
- 7 Wasters.
- Visual Factory.
- KAIZEN & Process Improvement.
- KANBAN.
- Poka-Yoke.
- Jidoka.
- Just In Time (JIT)
- SMED.
- Cellular Manufacturing.

The Power Of Habit

8 Hours



Who should attend?

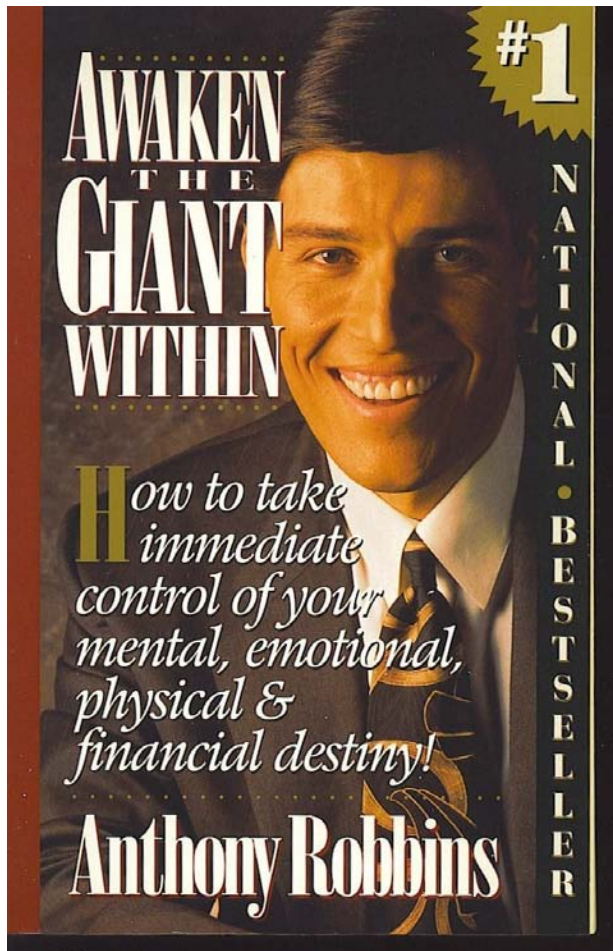
- All managers and leaders.
- All people to get rid of bad habits and gain new positive habits.

Content:

- Individual Habits
- Habit Loop
- Golden Rule
- How to change your habits?
- How to build new habits?
- Organization Habits
- Societies Habits

Awaken The Giant Within

8 Hours



Who should attend?

- All managers and leaders.

Content:

- Dreams of destiny.
- Concentration of Power.
- How to create lasting change.
- The Ideas are simple.
- Our Beliefs system.
- Decisions.
- 7 Days to shape your life.
- Your starts now

Body Language

8 Hours



Who should attend?

- All managers and leaders.

Content:

- Posture
- Gestures
- Facial Expressions
- Eye Movements
- Videos.
- Exercises.

Coaching

8 Hours



Who should attend?

- HR Managers, All managers and leaders.

Content:

- Definition.
- Why Coaching?
- When Coaching?
- Coaching Principles & Models.
- Self-Observation.
- Practice.



Crisis Management

8 Hours



Who should attend?

- All managers and leaders.

Content:

- Hazard, Incident, Accident, Problem and Crisis.
- Crisis Complexity.
- Risk Analysis.
- Risk Assessment.
- Risk Management.
- Control Evaluation.
- Crisis Team.
- Crisis Management Sys.

How to get rid of Smoking?

4 Hours



Who should attend?

- All smokers.

Content:

- Introduction.
- Habit.
- How do you see yourself?
- How do you see yourself after 10 years?
- What are your objectives.
- What if analysis.
- Action Plan.

Negotiation Art

8 Hours



Who should attend?

- Sales Persons.
- Purchasing Team.
- Managers & Leaders.

Content:

- Introduction & Definition.
- Negotiation: When, Why & Where?
- Negotiation styles.
- Negotiation Structure.
- Negotiation Cycle.

Safety Outside The Organization

8 Hours



Who should attend?

- All people.

Content:

- Home Safety.
- Road Safety.
- Defensive Driving.
- Risk analysis, assessment, control & Evaluation.
- Emergency Plan and procedures.

Defensive Driving

8 Hours



Who should attend?

- All people who are riding cars, vehicles, trucks, motorcycles,

Content:

- Perception.
- Traffic Law.
- Maintenance.
- Knowledge & Signs.
- Tailgating.
- Overtaking.
- Parking.
- Your behavior.
- Practical exercises.

Teamwork

8 Hours

Who should attend?

- Project Managers, Operations Managers, Other Managers & Leaders.

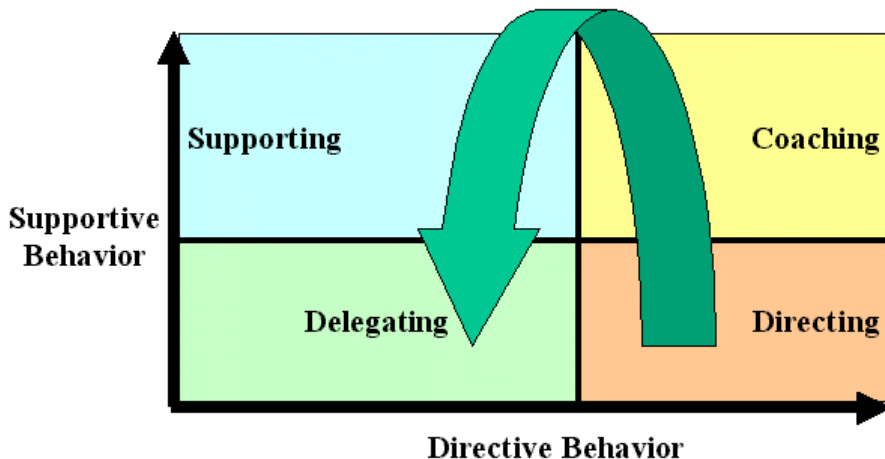
Content:

- I. Teams Characteristics & Requirements
- II. Types of Teams
- III. Team working Model
- IV. Team Phases
- V. Team Conflicts Resolving



Effective Leadership Skills

12 Hours



Who should attend?

- Senior Managers who are leading the change through people.

Content:

- Leadership Definition.
- Leadership & Leaderless.
- Leader Characteristics.
- Ways CEOs Lead.
- Leadership makes change.
- Leaders & Managers.
- Leadership Theories.
- Situational Leadership.
- Questionnaire of Am I a Leader?
- Making and selecting the leader.

Business Dev. & Strategic Planning

16 Hours



Objective:

- Emphasizing the senior managers' understand of business vision, mission, and strategies.

Who should attend?

- CEOs, General Managers, Board Members, Steering / Executive Committee Members, and Senior Managers.

Content:

- What Effective General Manager Really Do?
- Management Schools & Business Development Theories.
- Business Plan Model.
- Corporate Mission, Vision, Strategies, Structure & Objectives.
- Strategy Soft & Hard Sides.
- Long Term Planning of Successful General Managers.
- Marketing Strategy & S.W.O.T. Analysis.
- Business Evaluation & Porter Model (200 Points).
- System of Strategic Committee.

Emotional Intelligence

8 Hours



Who should attend?

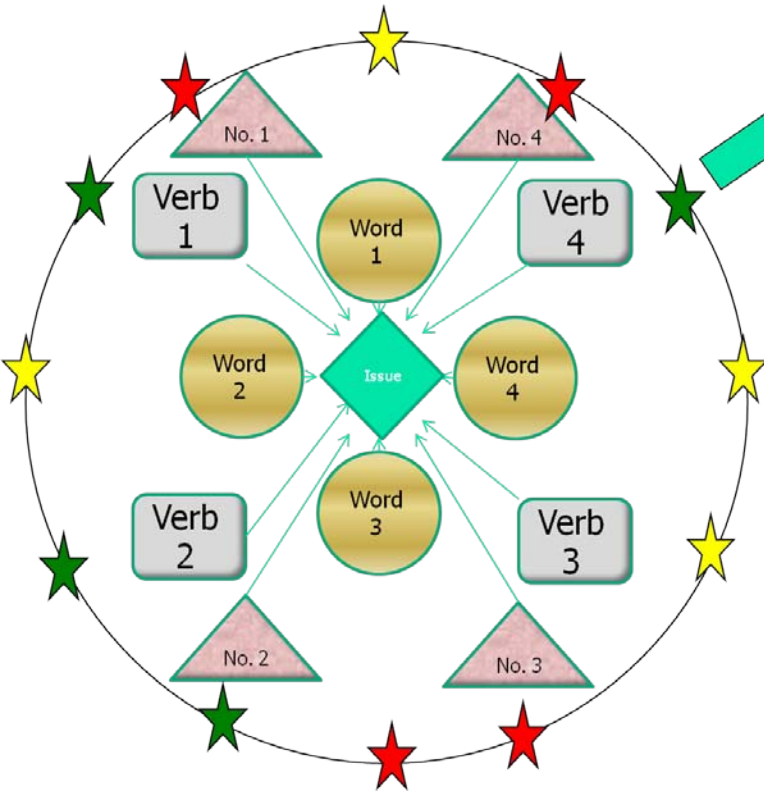
- HR Managers, Managers, and all people who would like to behave effectively.

Content:

- Emotional Intelligence and Intelligent Quotient (I.Q).
- Emotional Intelligence and Creative Thinking.
- Foolish Reactions.
- How we think?
- Personalities Classification.
- Why do we behave this way?
- Identify your Personality, Characteristics, and how to develop your Competencies.

Creative Thinking

8 Hours



Objective:

- Changing our thinking methodology to develop our lives, business and to solve the problems more efficiently and effectively.

Who should attend?

- HR Managers and all managers who are willing to lead business revolution through the people.

Content:

- How We Think?
- Logical Thinking & Creative Thinking.
- 10 approaches for Creative Thinking.
- Memory Management.
- Creative Thinking Restrictions & Constraints.
- Managing Creativity.

Time Management

8 Hours



Objective:

- Producing more in less time.

Who should attend?

All managers who are planning and performing the work.

Content:

- Time Management Objectives.
- Analyze Your Time.
- Time Statistics.
- Time Wasters.
- Meetings Time Wasters.
- Time Management Helpful Ideas.
- Manage Your Memory.
- Organizing your tasks.
- Time Management By Computer.
- Planning Techniques.

Effective Presentation Skills

8 Hours



Who should attend?

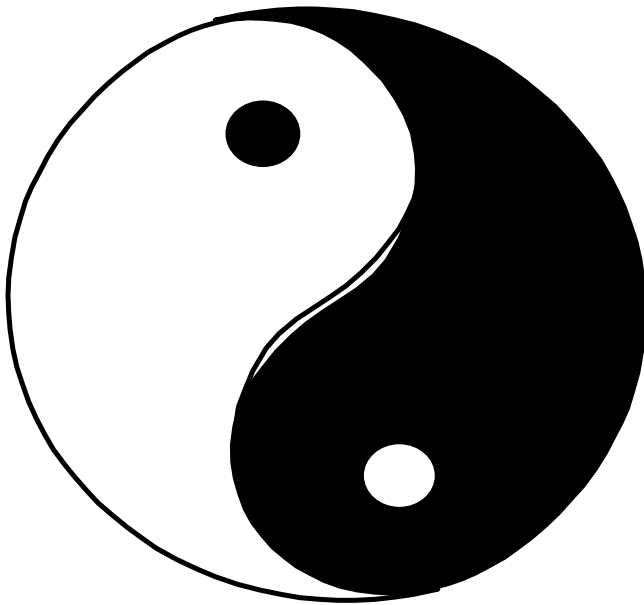
- Marketing Staff, Sales Staff, Trainers, Teachers, Public Relations, Managers, and Secretaries.

Content:

- Presentation Cycle.
- Audience Analysis.
- Designing Presentation.
- Presentation Logistics.
- Capturing The Audience.
- Presentation Techniques.
- Group Roles.
- Audience Voting.
- Presentation Time Management.
- Handling Questions and Discussions.
- Handling Disturbance & Problems Makers.
- Presentation Evaluation.
- Assignment: Designing PowerPoint Presentation and Presenting it in 10 minutes.

Positive Thinking

4 Hours



Who should attend?

- All people who would like to succeed in their both business and personal lives.

Content:

- Conscious and subconscious.
- Yang Yen Theory.
- Positive thinking stories.
- 80% 20% rule.
- Comfort zone, objectives and positive thinking.
- How to think positively?
- Beyond positive thinking.

Organizational Behavior

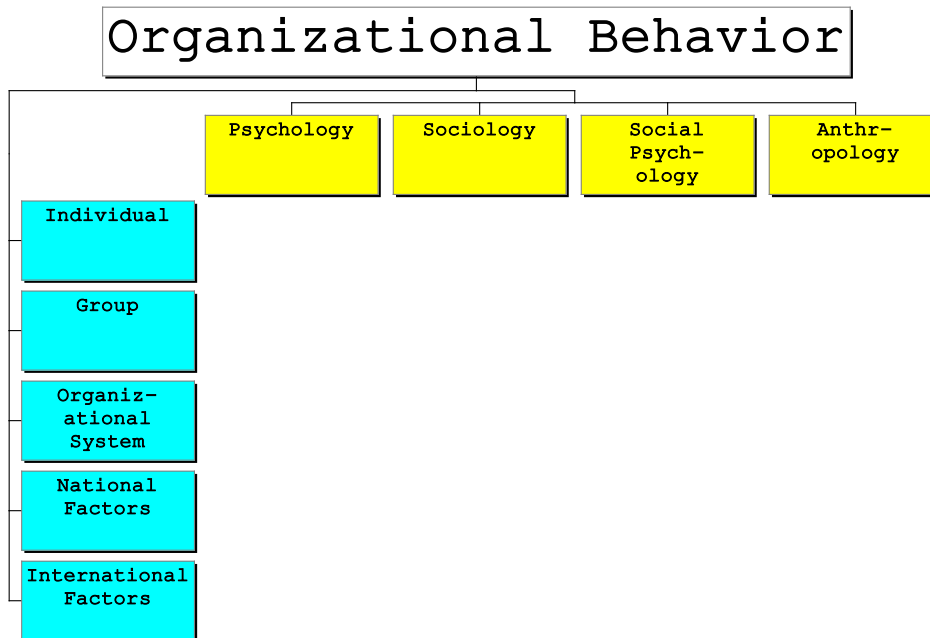
8 Hours

Who should attend?

- Senior Managers who have the global vision of success.

Content:

- Corporate Culture Theories.
- Corporate Culture makes the difference.
- Management Commitment and Vision.
- Corporate Mission, Vision, Credo, Values, and Culture Statement.
- Measuring Corporate Culture Effectiveness.
- Continuous Improvement.
- Globalization, International, and business change.
- Communication & Requirements.



Motivation Techniques

8 Hours



Who should attend?

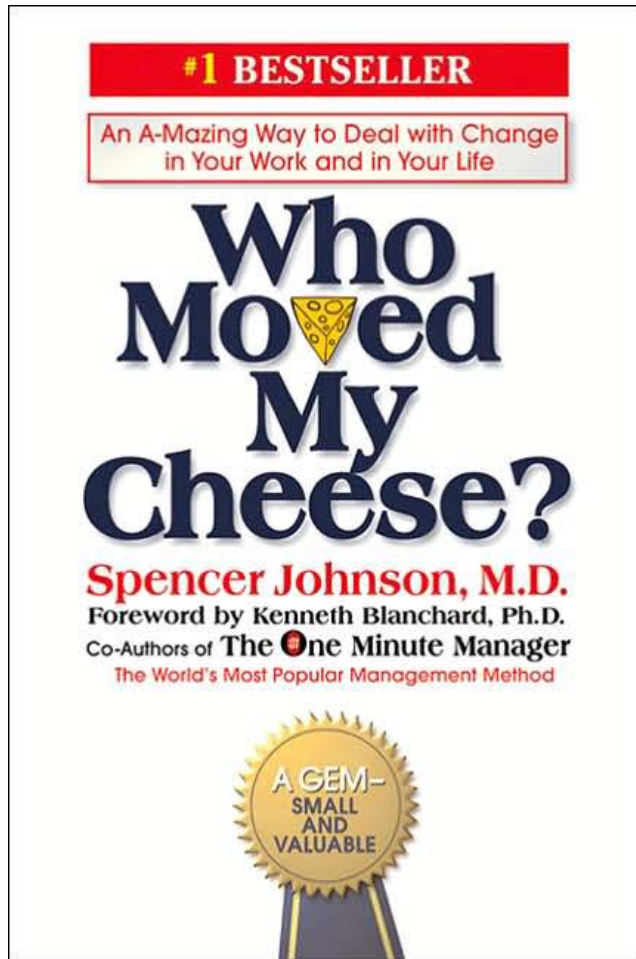
- Managers and HR Managers.

Content:

- Ability and desire two sides for one coin!
- Journey from satisfaction to loyalty.
- Motivation Theories.
- Money isn't the only motivator!
- Performance Appraisal as a motivator.
- Involvement is the best motivator.
- How to set an Incentive System?
- Measuring Motivation Impact.

Managing Change

8 Hours



Who should attend?

- Organization Leaders and Managers .

Content:

- Basics of Change.
- The Art of Balancing.
- Key Elements for Implementing Change.
- Digital Culture.
- Leading The Revolution.
- Scope of Change.
- Who moved my cheese? (Story)
- Attitude towards change.
- Groups dynamics and change.
- Reasons of Change Resistance.
- Organizational change requirements and impact.

Effective Organizational Communication

8 Hours



Who should attend?

- Managers who are dealing with wide variety of people and customers.
- Public Relations.
- Office Managers, Executive Secretaries, and Secretaries.
- Marketing & Sales Staff.

Content:

- How to send an effective message?
- Measuring your Listening Skills.
- How to read the messages of others Body Language.
- What others know about yourself and you don't know.
- Choose The Right Situational Communication Style.
- Transactional Analysis of Communication.
- Organizational Chart and Reporting System as Communication Channels.

Stress Management

8 Hours



Who should attend?

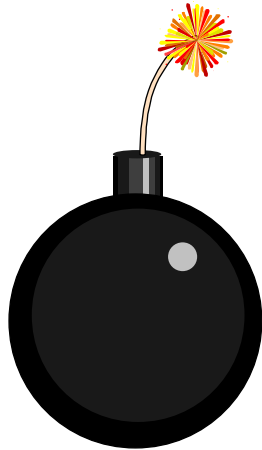
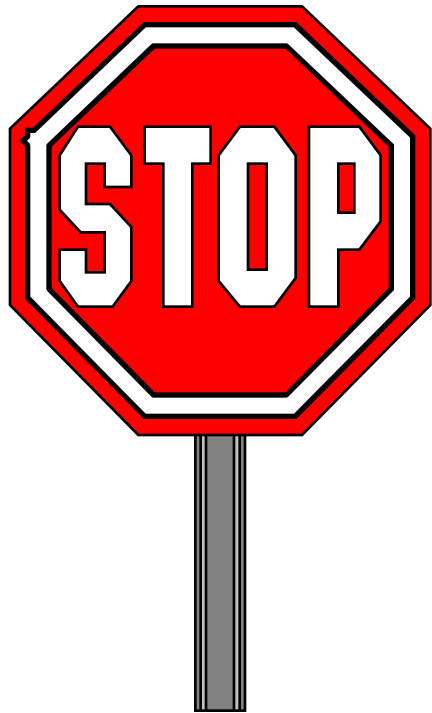
- Managers, Heads of Sections, and Supervisors.

Content:

- What's the Stress?
- Stress Causes and Layers.
- Stress Advantages and Disadvantages.
- Stress & Organizational Structure.
- The Stress That makes Creativity!
- Break the routine!
- Social Activities reduce stress.

Problem Solving & Decision Making

8 Hours



Who should attend?

- Managers who interact with daily business, clients, staff, and production problems.

Content:

- Problems Prevention & Correction.
- 3 Methods of Problem Solving.
- Problem Solving Techniques.
- 16 Types of Decisions.
- Decision Life Cycle.
- Cost of Decision Making.
- Scientific Approach of Decision Making.
- Decide according to Balanced Scorecard.
- Performance Measures.
- Decision Support Systems.

Principles of Project Management

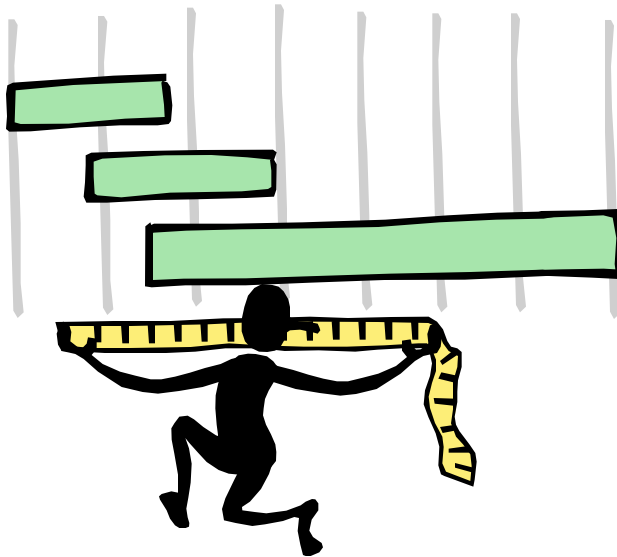
16 Hours

Who Should Attend?

- Projects Managers, Sites Managers, Planning Engineers, Technical Office Engineers, and all managers who are planning and implementing their works.

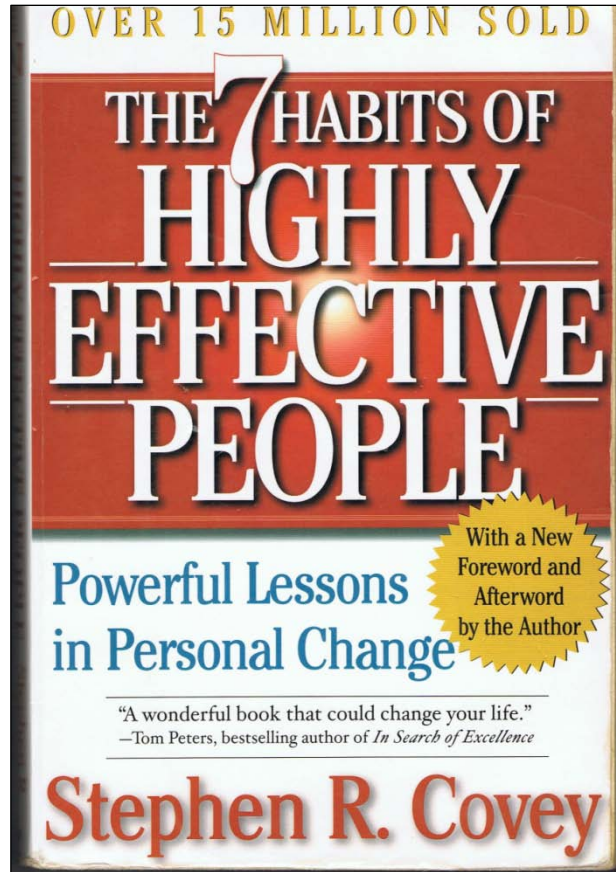
Contents:

- Introduction to Project Management.
- Project Management Framework.
- Integrated Project Management.
- Project Time Management.
- Project Cost Management.
- Project Quality Management.
- Project Human Resources Management.
- Project Procurement Management.
- Project Risk Management.



Habits of Highly Effective People

8 Hours



Who Should Attend?

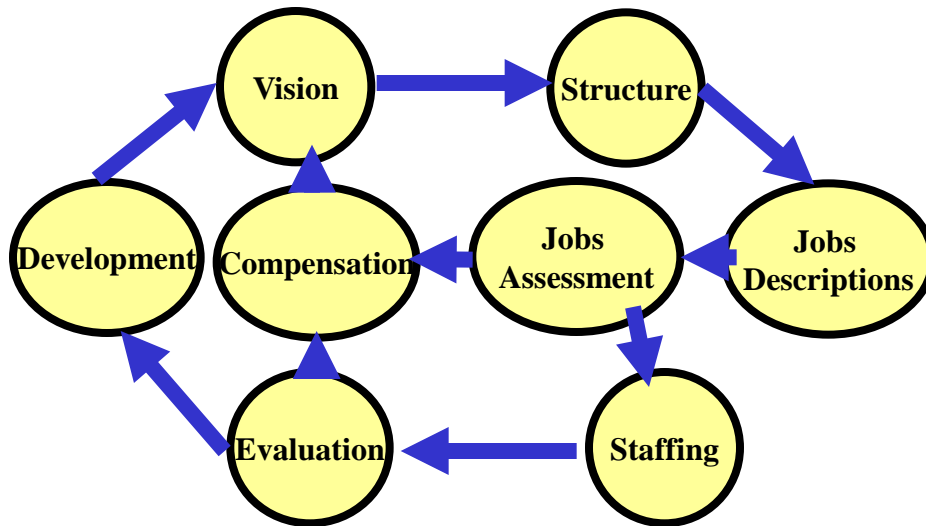
- All Managers and people who desire to succeed in their work and lives.

Contents:

- Be proactive.
- Begin with the End in Mind.
- Put First Things First.
- Think Win-Win.
- Seek First to Understand, Then To Be Understood.
- Synergize.
- Sharpen The Saw.

Human Resources Management

16 Hours



Objective:

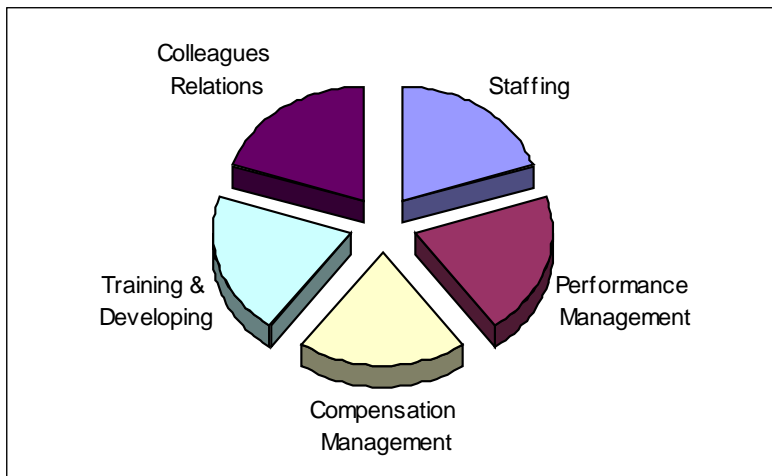
- Understanding Human Resources development techniques, as a competitive key success factor.

Who should attend?

- HR Managers, Staff, and all managers who are aiming to achieve business revolution through the people.

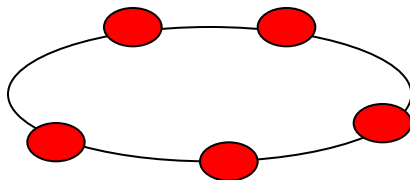
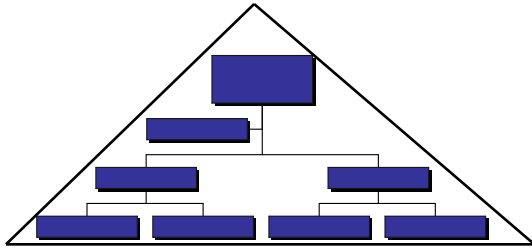
Contents:

- Strategic HR Management System.
- Competency Based HR system
- Staffing: Structuring, jobs descriptions / competencies, grading, recruitment, screening, selecting, testing, interviewing, and orientation.
- Performance and compensation management.
- Training & Developing.
- Org. Development and Colleagues Relations Management.



Organizational Structure & Self Management Teams

8 Hours



Who should attend?

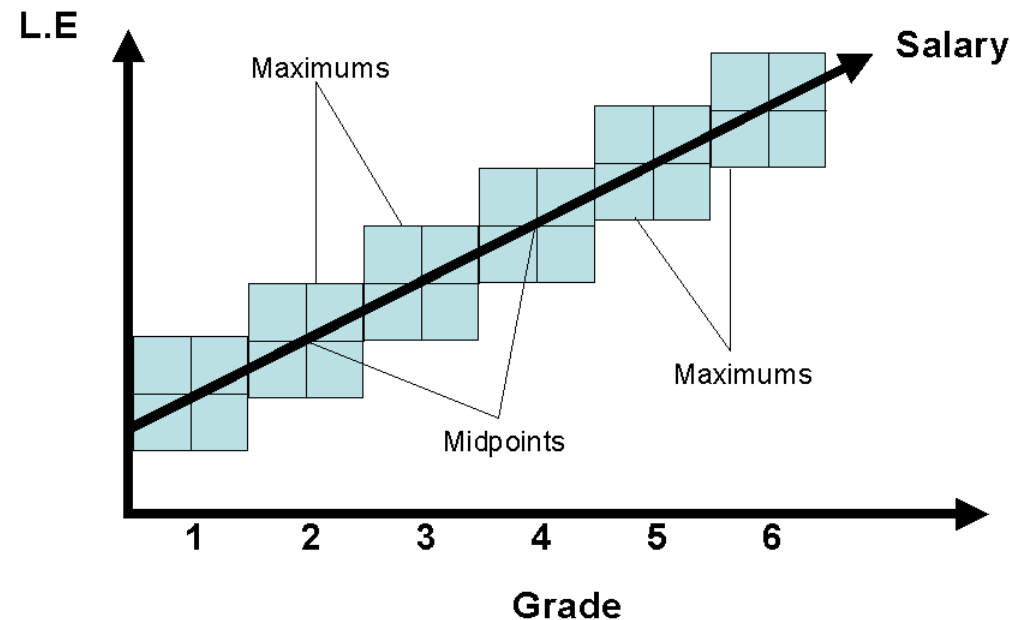
- Managers and Human Resources Staff who are willing to cope the global changes.

Content:

- Structure and Organizational Goals.
- Traditional Management and Self Management.
- Structure Types.
- Workgroup.
- Transfer to Self Management.
- Requirements.

Jobs' Grading

8 Hours



Who Should Attend?

- Human Resources Managers and Specialists.

Contents:

- Cycle of Human Resources System.
- Types of Organizational Charts.
- Jobs Descriptions and Competencies.
- Jobs Assessment.
- Ready made jobs grading systems.
- Grading & Market Salary Survey.
- Linking grading system with compensation system.
- Impact of jobs grading process.

How to select the right employee?

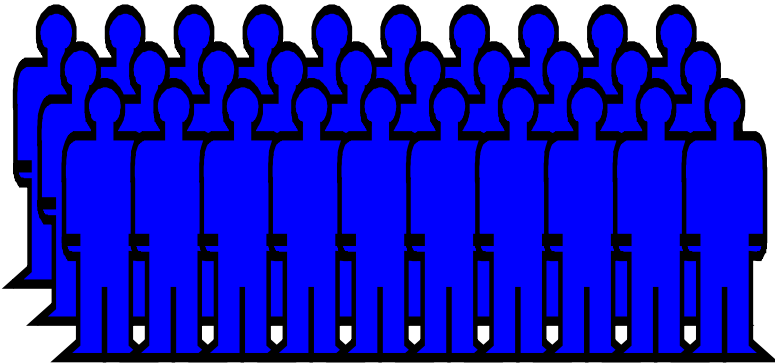
8 Hours

Who should attend?

- Managers, HR Managers, and Recruitment Officer.

Content:

- Life Cycle of HR System.
- Staffing and HR Performance.
- How to recruit the most successful candidates..
- How to screen bulk of resumes?
- Factors to select candidates on.
- Testing selected candidates.
- Interviewing Tips and how to hire the most creative people?
- Newly Hired Orientation.
- Probation Period Evaluation.
- Link with Exit Interview.



Staff Performance Management

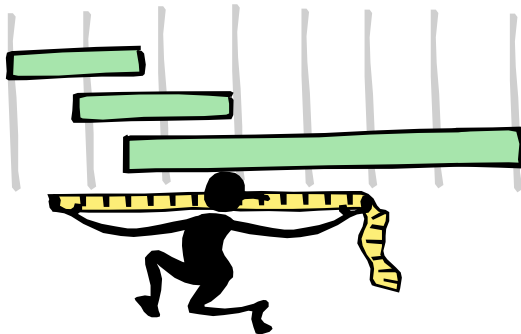
8 Hours

Who should attend?

- HR Managers, HR Staff, and Managers who are willing to get most out of people.

Content:

- Performance Appraisal is the core of Human Resources Management.
- Divide your people to 4 categories according to their skills and motives.
- Who will Evaluate?
- How to Evaluate?
- Competencies Based Performance Appraisal System.
- Performance Appraisal Interview.
- Impact of Performance Appraisal.
- Problems of Performance Appraisal.
- Performance Appraisal Forms



Training Management

8 Hours



Who should attend?

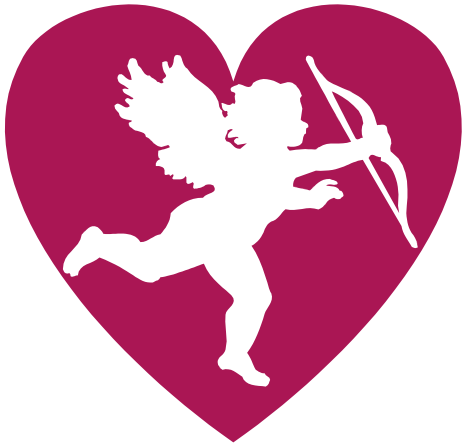
- Managers, HR Managers, and Training Officers.

Content:

- Training and Human Resources Development.
- Training and Quality Management System.
- Learning Organization.
- Intellectual Capital.
- Knowledge Management.
- Competencies Based Training System.
- Training Planning, Implementing, and Evaluating.
- Return On Training Investment.

Colleagues Relations

8 Hours



Who should attend?

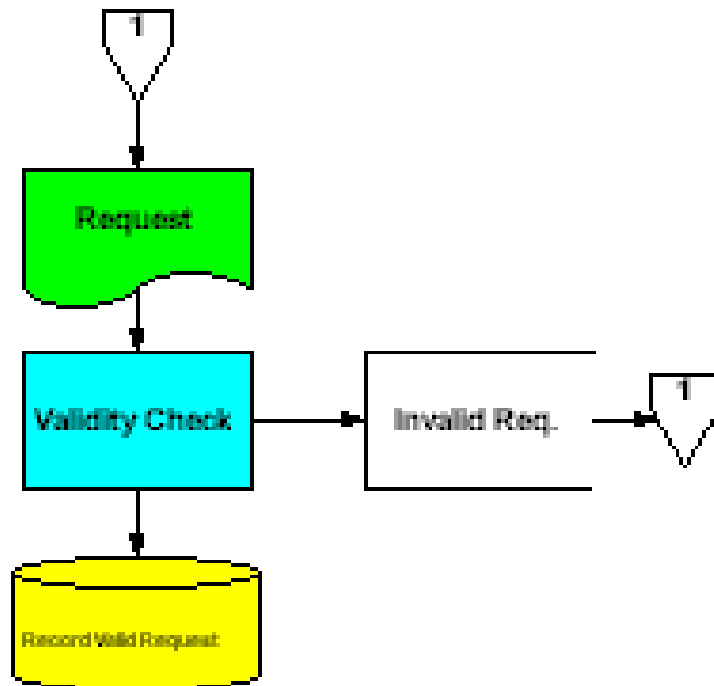
- HR Managers, Colleagues Relations Officers.

Content:

- Colleagues Relations as a part of HR System.
- Corporate Culture and Colleagues Relations.
- Colleagues Relations Objectives and Importance.
- Morale Surveys and Actions.
- Planning, implementing, and evaluating Colleagues Relations.
- Return on Colleagues Relations Activities.

Reengineering & Work Process Simplification

8 Hours



Who should attend?

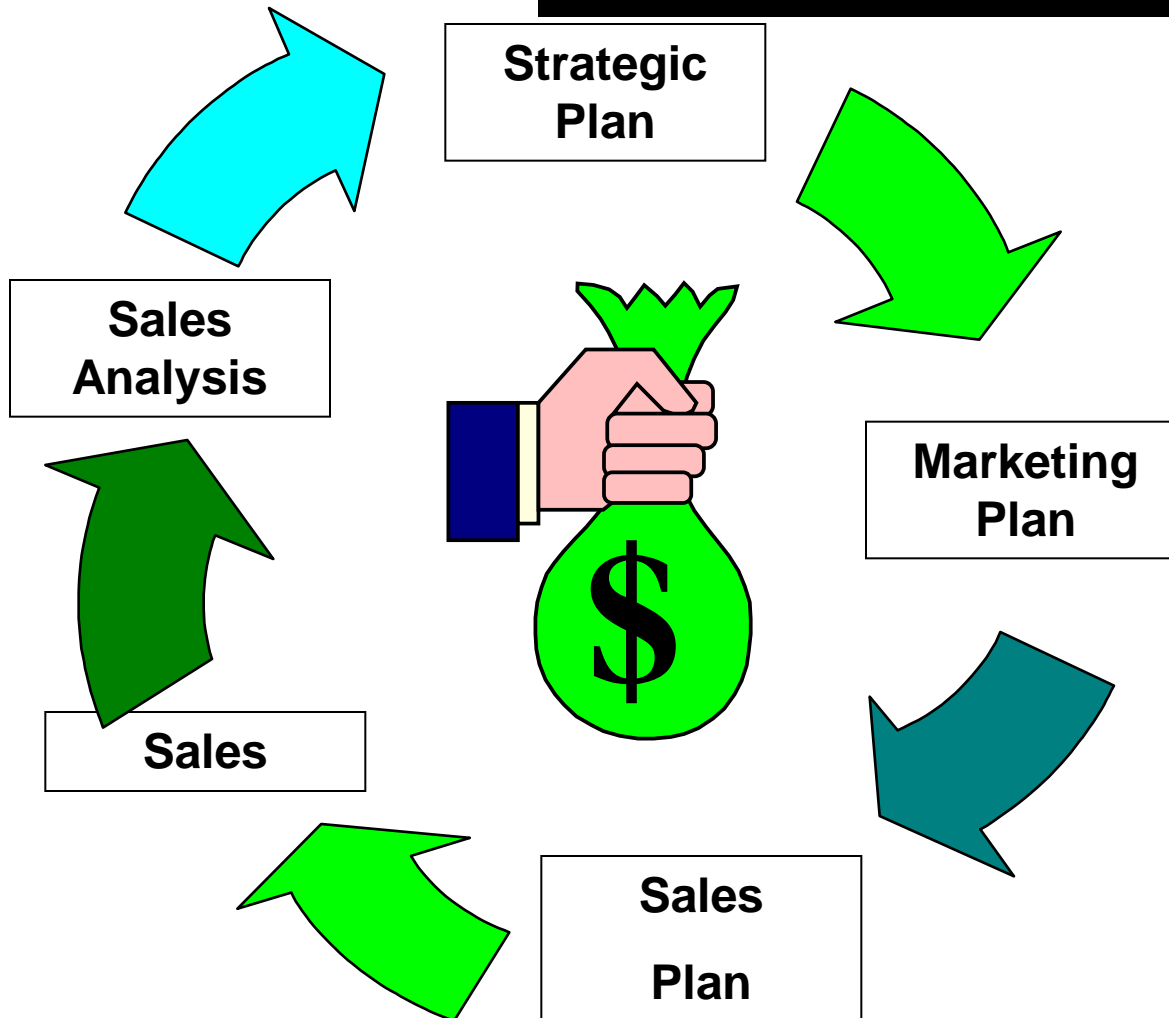
- Managers and Engineers who are aiming to reduce production time cycle, cost, effort, and increase the productivity and profitability.

Content:

- Introduction to Reengineering.
- Definitions & Objectives.
- What are the differences?
- Reengineering Requirements.
- Reengineering Environment.
- Reengineering Team.
- Reengineering Period & Time.
- Reengineering Framework.
- Reengineering Software.
- Examples.
- Results & Return.
- Applications.

Sales Manager Program

16 Hours



Objective:

- Qualifying Sales Managers to lead the organization with the rest senior managers.

Who Should Attend?

- Sales Managers.

Contents:

- This program consists of 4 courses as follows:
 1. Strategic Planning.
 2. Marketing Skills.
 3. Sales Analysis.
 4. Staff Performance Management.

Marketing Skills

8 Hours



Who should attend?

- Businessmen, Managers, Marketing & Sales Staff.

Content:

- Product Definition.
- Market Definition.
- Marketing Definition.
- Marketing & Sales.
- Marketing Mix.
- Market Segmentation.
- Promotion Media & Types.
- Marketing Research.
- Marketing Strategies.
- Marketing Plan.

Selling by Interpersonal Skills

8 Hours



Who should attend?

- Sales / Marketing Managers and Staff.

Content:

- Identify Personal Characteristics of yourself and customer.
- The Magnetic Relationship between Seller and Buyer.
- Emotional Intelligence.
- Communication Skills.
- Presentation Skills.
- Negotiation Skills.

Secretarial Skills

20 Hours



Who should attend?

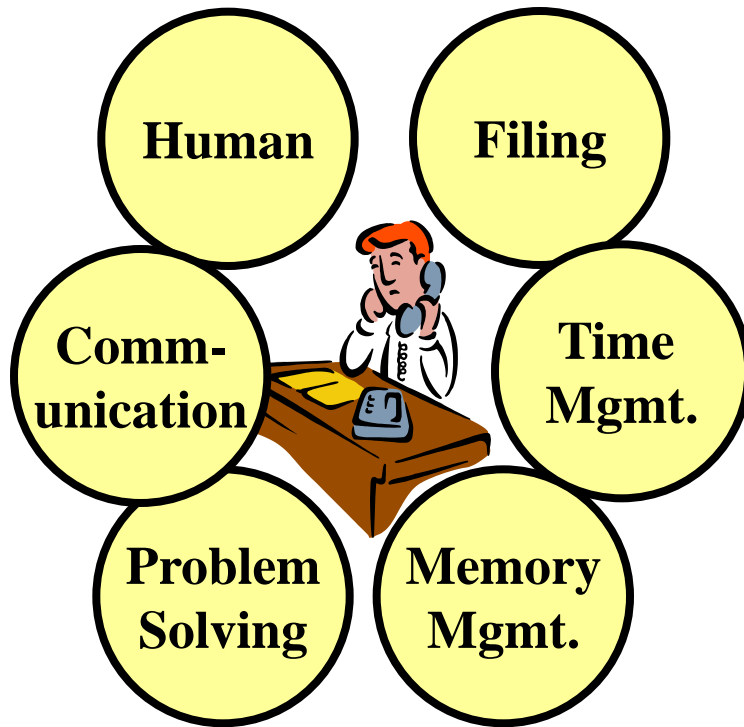
- Secretaries and Newly appointed Secretaries.

Content:

- Secretarial Career.
- Secretary Job Description.
- Secretary Skills and Competencies.
- Microsoft Office Applications.
- Using Internet.
- English Writing Techniques.

Effective Executive Secretary

16 Hours



Objective:

- Performing secretarial work with more professional, effective, and added value manner.

Who should attend?

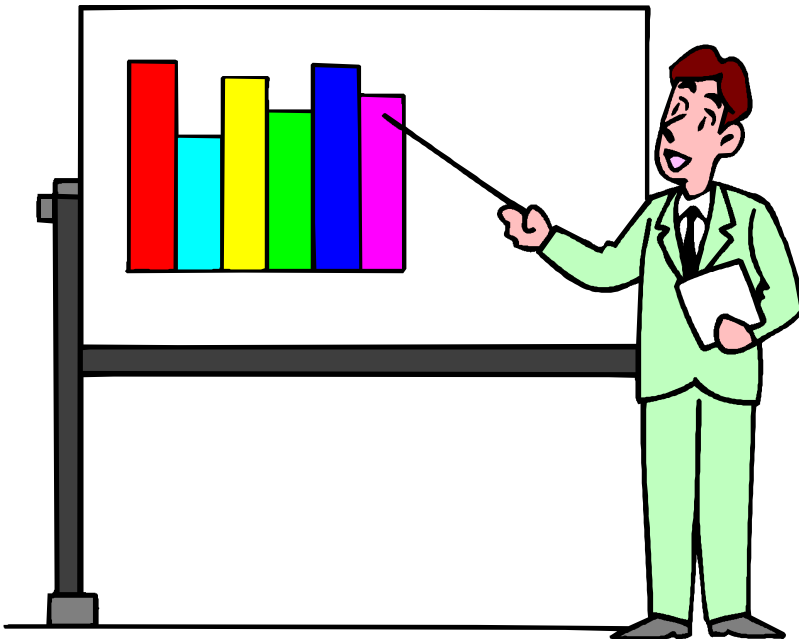
- Secretaries, Newly appointed Executive Secretary, and Newly appointed Office Mgr.

Content:

- Identify your personality characteristics and others characteristics, and how to deal with others.
- 18 types of your filing system.
- How to manage your memory?
- How to send and receive an effective message?
- How to manage your time and priorities?
- Problem Solving and Decision Making Skills.
- Full day to emphasize your Computer and Internet Skills.

Effective Office Manager

12 Hours



Who should attend?

- Executive Secretary and Office Managers.

Content:

- Management Functions, levels, and skills.
- Manager Roles.
- Management & Leadership.
- Leadership Theories.
- How to lead an effective meeting?
- Presentation Skills.
- Organizing, Disorganizing, and Clear Your Desk System.
- Organizational Communication.