



CDC News

July 2010

www.amcham.org.eg/cpec



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CDC Hosts Experts in Finance and Accounting

In May CDC hosted a special event for two senior experts in the financial and accounting field: Dennis Whitney, Senior VP, Institute of Certified Management Accountants (ICMA) and Jim Gurowka, Director of International Affairs, Institute of Management Accountants (IMA). CDC hosted the special guest speakers to discuss the Certified Management Accountant (CMA) certification. The event took place at the Conrad Hotel.

During the event attendees were given the opportunity to ask Whitney and Gurowka questions related to the CMA program. The CMA is the IMA's certification designed for accountants and financial professionals in business. The speakers explained to the audience the recent developments that had taken place in the program. The Institute had recently announced a change to the format and curriculum of the CMA exam program. As of May 1, 2010, the CMA exam consists of a two-part format focusing on the critical skills of financial planning, analysis, control and decision support. The new CMA is market-oriented, unique, and differentiated from other certifications and degrees in the same field. The new program focuses on financial planning, analysis, control and decision support skills. ICMA based the change on extensive market research and the recommendations of a committee that was specifically charged to review the CMA program and the market it serves. The committee included academics, current CMAs, certification experts and business leaders in accounting and finance. During the event the speakers also gave their opinions on where the future of the field of management accounting and finance.

I was very pleased with the outcome of the event and the wealth of knowledge the two industry-leading experts brought to the table.

At CDC, we feel it is important not only to offer the certifications but also inform and advise those participating in our programs on the best designation to fit their career goals. In line with this, CDC organized an informational and career advising session on June 6 where attendees were given the chance to consult with experts in various fields – we hope to continue to deliver career advice and direction for the professionals of Egypt. Have a wonderful summer!

Sincerely,

Dr. Mohamed Amin S. Hemimy
AmCham Deputy Executive Director
CDC Department Manager



Jim Gurowka, Dennis Whitney and Mohamed Amin



Speakers with CDC Staff Members



Dennis Whitney

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CDC Certifications



PROFESSIONAL IN HUMAN RESOURCES (PHR/SPHR)
January 24 – May 30, 2010
Instructor: Samir Younis



CERTIFIED SUPPLY CHAIN PROFESSIONAL
9 March – 8 June, 2010
Instructor: Youssef Kenawy

CDC Workshops



ADVANCED MANAGEMENT SKILLS
26-27 May, 2010
Instructor: Mohamed El Masry
Public Management Workshop



EXECUTIVE SECRETARY
2-3 June, 2010
Instructor: Dalia Roshdy
Public Management Workshop



BASIC MANAGEMENT SKILLS
7- 8 June, 2010
Instructor: Nehal Abdel Aziz
Public Management Workshop



STRATEGIC SELLING WORKSHOP
8-10 June, 2010
Instructor: Amr Badran
Tailored for Best Buy

Eye on CDC Certifications Certified Treasury Professional (CTP)



The **Certified Treasury Professional® (CTP)** designation sets the standard in the finance profession and is a symbol of excellence. The CTP exam is designed to test mastery of knowledge and skills required by treasury professionals to execute critical functions related to corporate liquidity, capital and risk management, such as:

- Maintain corporate liquidity required to meet current and future obligations in a timely and cost effective manner.
- Manage optimal cash positioning through forecasting and short-term investing and borrowing activities.
- Employ working capital strategies and tools to efficiently manage current assets and liabilities.
- Utilize various types of payment systems and Internet technologies to transfer monetary value and business documents between parties.
- Monitor and control corporate exposure to financial and operational risks.
- Optimize capital structure, manage costs of long-term capital and quantitatively evaluate capital resource investments.
- Manage cross-border funds movement and utilize international trade financing methods.
- Coordinate financial functions and sharing of financial information with other internal departments.
- Delineate appropriate ethical behaviors expected in business activities.
- Execute fiduciary responsibilities related to employee retirement funds.
- Build cost effective relationships with financial services providers.

CDC'S Workshop Recommendation The Inspiring Leader



This workshop shares why inspiring leadership matters and what inspiring leadership means to staff members. More importantly, it describes how to become a more inspiring leader. Participants will learn how to speak and act in a manner that will inspire the people they are leading.

Workshop contents include:

- The most important leadership skill
- The power of competency companions
- Behaviors that clearly don't work
- Setting stretch goals
- Creating vision and direction
- Communicating powerfully
- Encouraging innovation and risk taking
- Developing others
- Teamwork and collaboration
- Fostering accountability and ownership for results
- Championing change
- Being a role model
- Conclusion – how to implement these skills on a regular basis

Scheduled Dates:

- 25-26 July from 8:30am to 4pm

To sign up for the workshop, please contact:

Tel: (202) 3338-0860 • E-mail: mworkshops@amcham.org.eg



6 Steps to Better Problem Solving

Take these steps to lead your group through a problem-solving session:

- 1. Discuss the problem.** State the problem and then invite teammates to describe their experiences with similar problems.
- 2. Define the problem's source.** Encourage teammates to brainstorm. Focus on clarifying any and all root causes, probing for more information by encouraging the team to consider unfamiliar angles. Uncovering the root causes provides a checklist for evaluating potential solutions.
- 3. Evaluate the benefits of solving the problem.** Teammates must understand how doing so will benefit them personally and improve working conditions on the team.

4. Brainstorm possible solutions. Don't allow them to concentrate yet on implementing those ideas; everyone should remain neutral at this point.

5. Choose your approach. Guide teammates to keep the best of their ideas, referring back to your checklist to confirm that solutions address the problem's causes.

6. Chart action steps. Answer these questions: "What is the first thing we need to do?" and "What is the next thing we need to do?" and so on. Develop an action plan that includes responsibilities, due dates, a communication system and an overall project schedule that everyone agrees to support.

— Adapted from: "Leading Teams to Wise Decisions," Roger Herman, *Doors and Hardware*, www.dhi.org.

Ask the Experts

QUESTION:

What certificate is suitable for a graduate from the school of pharmacy who is looking to start a career in the pharmaceutical field?

CDC CAREER ADVISOR:

AmCham's Career Development Center (CDC) offers the **Pharmaceutical Sales and Marketing Certificate (PSMC)** for graduates of the faculty of pharmacy.

The Pharmaceutical Sales and Marketing Certificate course modules include:

- Marketing Fundamentals
- Consumer Behavior
- Professional Selling Skills
- Customer Communication



Your Career Advisor



Join Our Group on Facebook: The American Chamber of Commerce Career Development Center (CDC)

Improve the ‘Real You’ to Make Good First Impression

A surprising number of people believe that it is dishonest to alter their body language in order to make a positive first impression. They think that you should present the ‘real you’ no matter what the setting or audience.

I’m all for honesty and when you present yourself in a genuine way, you’re much more appealing than when you’re phony. But the ‘real’ you can sometimes be improved.

You might not want to change simply to make other people happy. However, when you choose not to change, you’re the only one who suffers the loss of potential gains.

People have no conscious control over how they react to you. They pass their judgments based on superficial things such as your weight or grooming. They always have made this and they will always do.

Making a good first impression is a sign of respect. You’re telling the other person, “I care about what you think of me; I want to give you my best.”

First impressions are a fact of life. Instead of making people work to get to know the best that you can be, let them see it the very first time they meet you. You’re not lying about yourself rather you’re clearing away any debris that might get in the way of your objectives.

Without the distractions of a bad first impression, people will see and accept the messages you actually intend to send, and you won’t have to play catch-up for this easily avoided misstep. The sooner you own your first impression and make it work for you, the further you can go in all areas of your life.

So good luck!

Dalia Roshdy

AmCham CDC Instructor, Soft Skills

How to Win Without Arguing

Want to convince others to accept your point of view over their own? Don’t engage in a shouting match. Instead of engaging their defenses by attacking their points of view, throw them off guard by agreeing with their viewpoint.

Example: A co-worker tells you that you let him down because you didn’t meet an internal deadline that you consider relatively unimportant. You could create a logical argument to convince your co-worker of that, but the co-worker is unlikely to abandon his position.

So don’t argue. Instead, say: “Yes, I understand what you mean. We did agree to finish that part of the report by Tuesday. I can appreciate what you are feeling right now.”

Why that works: You didn’t argue---you validated the other person’s point of view. At that point, your co-worker is likely to relax because you are not being confrontational.

Next, offer a suggestion that meets both your needs and your co-worker’s.

Example: “We both have the key facts and figures. Do you think we can skip the interim report and just sit down together to discuss what we know and what we need to include in the final report?”



Add these key words to fully win the other person to your point of view: “If you can’t do that, I understand.”

Most likely, you will gain what you want. At the worst, you will open a productive discussion that results in a compromise that satisfies you both.

— Adapted from “First Agreement—Then (and Only Then) Persuasion,” Bob Burg, www.burg.com.



CDC ALUMNI

Ahmed Amir El Kady

During my last year of my academic education, I was honored from the academy for being one of only three students who scored a GPA above 3.82. At that point, myself and many of my colleagues thought that we had acquired all the necessary knowledge and skills about logistics and supply chain management to apply in our careers. Two weeks after graduating I was hired as a supply chain coordinator. Upon entering the professional world, I was hit by the reality that all the knowledge I acquired from my academic studies was only sufficient in theory, however not very applicable in my new position. That is when I decided to enroll in the Certified Supply Chain Professional (CSCP) certification offered by AmCham’s Career Development Center (CDC).



Given my limited experience I was not optimistic about going through with the CSCP program. However, AmCham’s courses gave me the necessary training – AmCham’s instructor presented the four modules of the CSCP program at a pace that suited me and I was able to understand the material in depth. There was no other training center that could offer this level of training. Moreover, the course helped me to utilize the short years of work experience I had and I passed the exam successfully and became a CSCP.

Are you certified?

Share your news with us!

We want to hear from you! If you have attended any CDC certification programs share your stores of how they impacted your career and professional development and you can find your success story published in our newsletter. Please send your story to: cdcnews@amcham.org.eg



Congrats to Our Recent Certified Manager Graduates



El Huseiny Taha Mousa
CEO
Technogreen Group



Rania Reda Khalil
Administration Supervisor
LABTEC Egypt



Sherin Farouk Mohammad Gad
Purchasing Supervisor
Zamil Steel Buildings Egypt



Heba Hamza
Purchasing & Meeting
Logistic Supervisor
AmCham Egypt



Wasfy Abdallah
Senior Account Executive,
Recruitment Center
AmCham Egypt

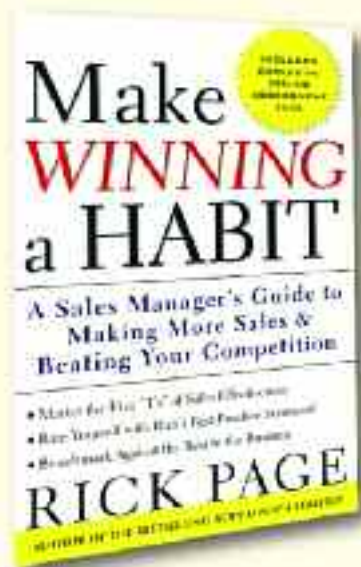


Make Winning a Habit: Five Keys to Making More Sales and Beating Your Competition

By Marcus Buckingham

Breakthrough Techniques for Making Consistent Sales Growth a Habit

In *Make Winning a Habit*, Rick Page identifies five universal areas of sales effectiveness—Technique, Technology, Talent, Teamwork and Trust. The result is over 20 best practices from the top sales organizations in the world. Page then explains how to take these practices and turn them into winning results.



Discover how to:

- Rate your organization and see how your sales efforts really stack up against the competition
- Close the gap between what you know to do and how your organization is actually performing
- Leverage yourself as a management team through more effective coaching and strategy sessions
 - Integrate your sales methodology into a forecasting system to provide greater accuracy, better coaching, and fewer unpleasant surprises
- Identify and hire "A" players using a 10-point process
- Manage strategic accounts to maximize revenue and elevate relationships
- Correct the six most common areas of poor individual sales performance

With *Make Winning A Habit*, you'll discover the obstacles between you and consistent sales performance—and find the tools to not only make success a habit but keep your business growing.

www.amazon.com

The Right Way to Answer Questions

Be careful how you answer questions from customers or co-workers. An answer that seems fine to you may be offensive to the other person. Use these tips to answer questions more effectively and to reduce the chances of misunderstanding or hurt feelings:

- Avoid using "of course" as a synonym for "Yes." Answers that are obvious to you may be less obvious to the other person. For that reason, the questioner may interpret the answer "of course" as an insult.

Example: A co-worker asks whether she should obtain a manager's approval before ordering office supplies. You answer "Of course." She's

likely to interpret your answer as hostile or dismissive.

- Offer more than a one-word answer. When answering a question, elaborate or explain the general principle as well.

Example: "When ordering supplies for the office, we need a manager's approval for orders that exceed \$100." By answering more thoroughly, you can lighten your workload. People will ask you fewer repetitive questions.

— Adapted from "How to Answer Questions,"
Calvin Sun, www.calvinsun.com.