



# CDC News

[www.amcham.org.eg/cpec](http://www.amcham.org.eg/cpec)

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## Inauguration of New CDC Training Center

Last May CDC inaugurated its new training center. In celebration of the opening, we held a special opening event at the new premise. We were delighted to host guest speaker Medhat El-Madany, executive board member, Industrial Training Council at the event.

Despite the facility being in operation for less than a month, the benefits are already evident — for both trainees and instructors alike.

The new training center holds up to 220 trainees — four times the capacity of our previous location. Additionally, the facility is equipped with state-of-the-art classrooms, innovative training tools and academic resources.

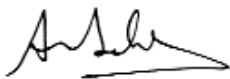
Not only has the new premise enabled us to accommodate more students, but it has also allowed us to broaden the scope of the workshops we offer. The number of certification programs we run has also increased. At CDC, we offer a wide range of workshops that cater each computer user's level — from the beginner to the advanced.

I am also very pleased to report that the feedback from our training instructors has been extremely positive and they are enjoying the benefits of the new and improved training environment.

Our expansion into our new facility was a necessary step given the incredible demand and success of our workshops and certification programs.

We remain true to our commitment to making your training experience not only educational but enjoyable. Looking forward to bringing you future developments and keeping you updated on the latest offerings from CDC.

*Sincerely,*



**Dr. Mohamed Amin S. Hemimy**

*AmCham Deputy Executive Director*

*CDC Department Manager*



*Medhat El-Madany at the training center inauguration*



*State-of-the-art training facilities*



## Certification Schedule

June - July 2009

Certificate	Part #	Day	Date
Certified Treasury Professional (CTP)		Monday	1/6 to 2/11
Certified Professional Secretary/ Certified Administrative Professional (CPS/CAP)	1	Sunday & Wednesday	3/6 to 12/7
Certified Supply Chain Professional (CSCP)		Thursday	4/6 to 27/8
Certified Internal System Auditor (CISA)		Sunday	14/6 to 16/8
Certified Manager (CM)	2	Monday & Thursday	15/6 to 13/7
Essential of Human Resources		Tuesday	23/6 to 28/7
Marketing Management		Tuesday & Thursday	23/6 to 13/8
Certified Manager (CM)	3	Sunday & Wednesday	1/7 to 29/7
Certified Internal Auditor (CIA)	1	Wednesday	1/7 to 14/10
Certified Treasury Professional (CTP)		Wednesday	1/7 to 2/12
Certified in Production and Inventory Management (CPIM)	3	Monday	6/7 to 31/8
Essential of Marketing		Monday	6/7 to 31/8
Project Management Professional (PMP)		Tuesday	7/7 to 1/9
Essential of Sales		Sunday	12/7 to 6/9
Certified Professional Secretary/ Certified Administrative Professional (CPS/CAP)	2	Sunday & Wednesday	15/7 to 23/8
Pharmaceuticals (Pharmaceutical Sales & Marketing)		Monday & Thursday	20/7 to 31/8



## Leadership Principles

Whether you lead others or hope to in the future, you'll benefit from reading *Stuff of Heroes* by William Cohen. It includes dozens of inspiring stories to prove that you'll succeed as a leader if you adhere to these eight universal laws.

1. Operate with complete integrity the basics. Keep your word and do the right thing — even if you're the only one who knows you're doing it. Always pick the difficult right over the easy wrong.
2. Become an expert in your field "expert power" provides one of the major sources of a leader's authority.
3. Tell people what you expect. Use compelling language to describe the organization's vision, goals and values. Develop a plan for getting where you want to go and launch it. Then listen for feedback that may signal the need for strategy change.
4. Mean it when you commit. You'll inspire your followers if you show them you accept the risk that commitment brings. You do that by sticking to your path in adversity and solving problems that seem impossible to others.
5. Expect the best. Maintain a self-confident vision of what you want, success, not a negative view of what you don't want, possible failure. Positive thinking has power, but only if you fuel it with enthusiasm.
6. Care for your followers. Put your followers' needs at the top of your priority list. If things go wrong, take two things: charge and responsibility. When things go right, share two things: the glory and the profit.
7. Put others first. Think of your followers before yourself, celebrate their success by giving them as much credit as possible and share their pain even if it's inconvenient, difficult or costly in time, money or other resources.
8. Do what the word "lead" implies, get out in front. If you're not willing to do what you ask your followers to do, don't ask them to do it. Successful leaders thrive on action. Weak leaders hide behind their desks and issue directives.



## Create an Action Plan for Improvement

Once you've analyzed your performance and determined how you want to improve, create a road map to guide you to where you want to be. *Here's how:*

- **Set minigoals.** Breaking up large goals into small, easily attainable goals ensures that you reach your ultimate destination. For example, if your goal is to make two additional calls to start with. Then work your way up to 10.
- **Ask for training.** Ask your supervisor: "I am determined to meet my performance goal, but I feel that I need more training in this area. Would it be possible for me to take a class, or can you recommend resources I can use to improve my skills?"
- **Read up:** if your boss subscribes to newsletters and magazines in your industry, read them for ideas on how you can beef up your performance. Also, go online and peruse success stories about organizations that provide outstanding services. See what other reps are doing right, and use those examples to help you tweak-and improve — your own service.

## Healthy Competition

A little of healthy competition between you and your co-workers encourages you to be the best customer service rep you can be. So it's perfectly natural to compare your service skills to your colleagues.

- **Danger sign:** You find yourself feeling resentful when your peers receive praise. Or you find ways to downplay co-workers' achievements. You say things such as: "Janelle takes more calls than I do, but she never answers customers' questions completely. They always have to call her back and that means she's really wasting time!"
- **Smarter approach:** Turn your competitive nature inward. Rather than striving to beat your co-workers' best, focus instead on beating your own personal best.

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## 5 Leading Words for Bosses

Become a better manager by remembering these words:

**Standards.** Be Specific When you tell employees what you expect.

*Vague:* "Get your reports in by the end of the week."

*Specific:* "Bill, get your report to me by noon every Friday."

**Information.** Inform employees of your goals and involve them in changes.

*Wrong:* "The payroll system will change next week." *Right:* "We plan to change the payroll system and we need your ideas on how to make it as easy as possible."

**Availability.** Include in your daily schedule time for regular staff meetings and one-on-one feedback sessions. When you feel you don't have the time, consider the dual.

*Payoff:* Fewer communication errors and higher productivity.

**Imperfection.** Tell employees when you don't know the answer or feel unsure about something.

*Payoff:* They'll feel more comfortable about offering suggestions and ideas.

**Trust.** Delegate, and then trust employees to do what's right instead of trying to do it all yourself. If you don't, all the pressure and the stress that goes with it will be on you.

## Before Joining an Association

Before you join a professional association, make sure it will enhance your career. Use this game plan:

- Check out the organization's website or marketing brochures for benefits, services, dues, etc.
- Talk with the staff to determine how friendly and helpful they are.
- Ask for a member list or at least a membership profile to make sure you'll fit in.
- Ask to "listen in" on the organization's member chat line for a short time, to get a feel for the issues discussed.
- Attend a gathering to make sure you'll get along with other members.
- If you're still not convinced, ask for a three-month trial membership. That should be enough time to determine whether you'll benefit from joining.

*Caution:* Professional organizations often rely on the volunteer efforts of their members. So don't join if you don't have time or interest to help out.