



# CDC News

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

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## Egypt's Association Executives: Rising to New Levels

The emergence of associations has been a growing global phenomenon. Associations worldwide have played crucial roles in transforming societies and bringing about change where it is most needed. Over past years associations have become more widespread throughout the Middle East.

Egypt has also benefited from the emergence of local associations over the years. The number of Egyptian associations has skyrocketed, which is no surprise given Egypt's growing economic, social and advocacy needs. Although different associations throughout the country have their own unique mission and set of values—they do face similar challenges. One predominant challenge many Egyptian associations face is the lack of training and professional development in areas that are vital for the advancement of any association executive. Association executives face challenges that are unlike those faced by staff in other business entities and organizations.

Recognizing this, I am very pleased to announce some recent developments that may have a significant impact on the future of the Egyptian association executive. In June, AmCham Egypt concluded a joint agreement with the Egyptian Society of Association Executives (EgSAE). EgSAE is the first society of association executives to be established in the region. The establishment of EgSAE has provided endless new possibilities for the community of association executives.

This newly formed collaboration will put AmCham's vast experience in the area of professional training to good use and will benefit association executives throughout Egypt. Courses will be delivered by CDC's qualified team of instructors and will take place at CDC's state-of-the-art training facility.

The training CDC will be providing will be tailored to specifically meet the growing needs of Egyptian association executives. The courses will focus on areas such as membership marketing, fundraising efforts, sponsorship success and financial management for associations—topics relevant to today's association professional.

Courses for the program will begin in October. I look forward to sharing all the upcoming developments in the program with you and keeping you posted on the latest course offerings in future issues of the newsletter.

*Sincerely,*



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





# CDC Workshops



**TRAINING NEEDS ASSESSMENT TOOLS AND TECHNIQUES**  
22-24 June, 2009  
Instructor: Anad Lamloum  
Public Workshop



**STRATEGIC SELLING**  
8-9 July, 2009  
Instructor: Hany Hafez  
Public Workshop



**ADVANCED BUSINESS WRITING**  
19-21 July, 2009  
Instructor: Adam Mostafa  
Public Workshop



**MS EXCEL ADVANCED LEVEL**  
26-29 July, 2009  
Instructor: Sylvia Shoukry  
Public Workshop

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New

## Career Development Center Association Workshops

Jointly with EgSAE

Topic	Date
Principles of Association Management	October 19-20
Membership Essentials: Recruitment, Retention, Roles Responsibility and Resources	November 17-19
Strategic Planning for Associations	December 15-16

All Workshops run from 9am until 2pm and cost LE 650  
15% early bird discount for payments before Septembers 30, 2009

# University Partnerships



## CERTIFIED TREASURY PROFESSIONAL

4 July-19 September  
Instructor: Dr. Suhail Rashwan  
Ain Shamas University



## CERTIFIED MANAGEMENT ACCOUNTANT

4 July -10 October 2009  
Instructor: Dr. Ahmed Adel  
Ain Shamas University



## ESSENTIALS OF HUMAN RESOURCES

6 July-10 August  
Instructor: Ms. Dalia Ayoub  
Cairo University



## CERTIFIED MANAGEMENT ACCOUNTANT

4 July -3 October 2009  
Instructor: Mr. Ahmed Sherif  
Cairo University

## Manage Knowledge Simply

Many organizations needlessly go off the high-tech deep end, according to Dorothy Yu, a partner at PricewaterhouseCoopers.

*To avoid that:*

- Answer with no expectations this question before you spend big on technology: "Who will use it and for what purpose?"
- Avoid the "Let's compile data just because we can mind-set." Too often, the information is useless.

Instead, seek out your experts and determine who else in the organization needs to know what the experts know.

- Assemble and publicize the "artifacts" that accumulate when people work on successful projects. Example: stick-on notes, flip charts, index cards.
- Purge regularly from your computers and files the knowledge that can no longer benefit your organization. All information has been cut by today's warp-speed data flow



# Save this Presentation Checklist

Smart speakers—even experienced presenters—rely on a checklist to make sure they have all their bases covered before they take to the podium. *Use these guidelines as you:*



## Plan your presentation

- Know your audience. Consider age, language, abilities, knowledge, etc.
- Know your purpose. Is your presentation appropriate?
- Know your venue. What facilities and amenities are available?
- Know your budget.
- Know your timeline. How much preparation time will you have?



## Structure your presentation

- Identify three things your audience should understand. Make sure those things are clear
- Check your logic. Present information in sequence.
- Clarify examples. Offer evidence to illustrate key points.
- Consider handouts. Are they relevant and accurate?
- Examine your visuals. Do they enhance or detract from the presentation? Do you know how to work them? Do you have a back-up plan?



## Practice your presentation

- Check the clock. Can you deliver your key points within the time limit? Did you allow for audience questions?
- Read or recite your presentation until you can speak clearly and confidently with sufficient volume.
- Eliminate jargon, clichés and timeworn phrases.
- Anticipate likely questions and objections prepare answers upfront and practice delivering them.

—Adapted from “Becoming a Natural Presenter With This Simple Oral Presentation Checklist,”  
Lyndsay Swinton, *Management for the Rest of Us*, [www.mftrou.com](http://www.mftrou.com).

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## Active Listening



Body language signals your interest—or lack of it. To send the message that you are actively interested in what other person is saying, focus on these elements:

- Balanced stance.** Distribute your weight evenly on both your feet.
- Eye contact.** Lock your eyes on the other person.
- Head nods.** Show that you are receiving the message.
- Steady fingers.** Don't allow them to twiddle or fidget. If the temptation is strong, squeeze the tips of your fingers together in a short burst of pressure. That will drain the tension from your hand.

—Adopted from *In the Line of fire*, Jerry Weissman,  
Pearson Prentice Hall, [www.ftph.com](http://www.ftph.com).

# Keep Your Communication Cool

Take this quiz to determine how well you handle communication challenges:

## 1. Which of the following is the best way to offer criticism to an employee?

- a) "I think you could have done a better job on this."
- b) "You could have done a better job on this."
- c) "I could have done a better job on this."

## 2. How would you praise Sarah, an employee who successfully completed a task?

- a) "Good job, Sarah."
- b) "I appreciate the time and effort you put into this."
- c) "Sarah, I appreciate that you stayed late three days this week to meet the deadline."

## 3. How would you respond to a co-worker who yells at you?

- a) "You're upset now, so why don't you calm down. We'll talk when you're more rational."
- b) "What did I do to make you so angry?"
- c) "If you want to discuss this calmly, I am willing to listen."

### Answers:

1. Beginning criticism with "you" puts listeners on the defensive. It's better to start with an "I" statement, such as "I think" or "I feel." So "a" is a better choice.
2. The most effective praise is personal and specific, so "c" is best.
3. You want the co-worker to calm down. But "a" sounds condescending and could make a person angrier. Choose "c" to let your co-worker know that you want to solve the problem without yelling.

# Transfer Calls Without Angering Customers

What's more annoying than being on hold, waiting for a customer service rep to assist you? How about having your phone call transferred—numerous times? And you can bet when you utter the words "transfer your call" to customers they automatically grow frustrated. Alleviate customers' anxiety by following these guidelines:

- **Know the details.** You must understand customers' issues before you know who to transfer them to. And don't just transfer calls because you just don't want to be bothered. Instead, gather the facts and then say "I'm going to transfer you to someone who can better resolve your issue."
- **Always ask permission.** Never transfer calls without asking first. Say "Is it OK if I transfer you?" If customer says "No," tell them you will take down their complaints and deliver them to the people who can address them. Then see that you do.
- **Explain why you are transferring them.** They'll wonder "where am I being transferred?" Or "how can they help me?" offer that information before customers ask. Say: "Is it okay if I transfer you to the sales manager? he has the authority to reroute your order."
- **Provide them with names and numbers**—of both you and the person you are transferring them to. If they accidentally are disconnected, they can call back and ask for someone by name.
- **Send them to people who are available to take calls.** Stay with calls—making sure that people, not voice mail, pick up.
- **Offering brief explanations.** To the people you transfer the call to, including customer's name and situations. When transferred, customers can be greeted by name and they won't need to repeat themselves—that reduces their frustration.



## Establish a Long-term Career Plan

To create long-term success, all you will need is a pen, some paper and time to plan.

*Here's how:*

**Think about where you want to be in three years.** That is a reasonable time frame to realize large changes.

**Examine your goals.** Are they significant enough? You won't take your plans very seriously if your aim is merely to not fail.

**Break it down.** Consider the steps that will take you to each goal. Sketch out broad steps, including a time frame for completing them.

**Identify missing skills.** Don't set yourself up for failure—think your goals through. List all the skills and competencies you need to gain or improve upon. Again, include a time frame for each.

**Evaluate each goal.** For each item on your list, ask "Is it achievable?" If, for example, you would need to gain a great number of new skills, can you afford the training—in terms of both time and money?

**Create a one-year plan.** You began the exercise with a longer term plan that helped you see what you can achieve. Now you need to break out interim steps. Be sure to include deadlines for hitting those targets.

**Commit to it.** Add those one-year plan steps to your calendar or organizer. For each major milestone, make an entry. That increases your commitment to meeting that goal.

**Check in.** While you have your calendar in front of you, schedule a brief review session for each month of the coming year. Use that time to check your progress, set new interim deadlines, rework your goals and expand them as necessary.

—Adapted from "10 Simple Steps to Setting Your Marketing Goals," Jennifer McCay, [www.ideamarketers.com](http://www.ideamarketers.com)



## D's for Time Management



Long days that stretch into the evening hours, will leave you exhausted. But how can you stay on top of your workload without resorting to over time? *When tasks overwhelm you, consider each to-do in light of these five D's:*

1. **Don't do it.**
2. **Delay it.**
3. **Deflect it.**
4. **Do it imperfectly.**
5. **Do it now.**

*Strategy:* when unexpected task pops up, don't just robotically start working on it. Start with the first D on the list above. If it doesn't apply to the task facing you, move on to the second D. keep moving down the list until you reach the appropriate action for the task. Reserve the final D—do it now—for a task that will move you towards your goals.

—Adapted from "Time Management for Managers," Matt Krumrie, [www.monster.com](http://www.monster.com).