

CDC News

October 2010

www.amcham.org.eg/cdc



Published by the Career Development Center at the American Chamber of Commerce in Egypt

AmCham hosts renowned *Disney Institute*

I hope everyone had a wonderful summer. And now, with the dawn of the new academic year, CDC is hard at work preparing for several upcoming events.

We are currently amidst preparations for CDC's 7th Annual Employment and Professional Development Fair for Middle Management. We have some exciting events planned during the course of the fair. I am very pleased to announce that Amcham will be hosting *Disney Institute*, a renowned professional development company in December.

During the course of their visit, *Disney Institute* will be conducting seminars on two significant topics. The first seminar will be on the topic of leadership excellence during which attendees will learn how to communicate their vision and examine personal methods for inspiring others, explore the results of involving people and positive partnering among teams and examine the strategies Disney leaders employ to keep their teams constantly improving and reaching new goals. Attendees will also be given the opportunity to explore values and behaviors that can make you a leader of strong character while helping you develop leadership action steps that will assist you in analyzing your organizational vision and individual leadership behaviors.

The second seminar *Disney Institute* will be covering is quality service. This seminar is designed to help you improve your organization's quality service by introducing you the successful Disney model. During the seminar, you will discover how to match your organization's service standards with successful delivery systems that promote and ensure quality service.

In addition to these special seminars, CDC will be conducting several workshops during the month of December. These workshops cover a wide range of fields and topics. The success of the fair is dependent on you – today's working professional. Whether it is a job or professional advancement you seek the fair is bound to have something in store for you. I look forward to seeing you at the event. A full-report on the fair will be featured in a special edition of the newsletter out in January 2011. Stay tuned!

Sincerely,

A handwritten signature in black ink, appearing to read 'A. Hemimy'.

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

About *Disney Institute*

Since *Disney Institute* opened in 1986, millions of attendees representing virtually every sector of business from every corner of the globe have had an opportunity to witness and experience these innovative business strategies.

Disney Institute remains the only professional development company where you will literally step into a "living laboratory" at Disney Theme Parks and Resorts for guided behind-the-scenes field experiences. Disney's brand of business excellence is also being taught at locations across the US and, to date, in more than 45 countries around the world.

Disney Institute has inspired leaders to change not only their business practices, but also to examine their business issues in an entirely new light. Like them, you will find your organization has more in common with Disney than you ever imagined.





University Partnership: Ain Shams University



ESSENTIALS OF HUMAN RESOURCES (EHR)
August 2010
Instructor: Ms. Ama Khalil



MARKETING PROFESSIONAL CERTIFICATE (MPC)
August 2010
Instructor: Ms. Nehal Abdel Aziz

CDC Certifications



CERTIFIED SUPPLY CHAIN PROFESSIONAL
17 May-2 August, 2010
Instructor: Youssef Kenawy, CSCP



PROJECT MANAGEMENT PROFESSIONAL (PMP)
26 May-21 July, 2010
Instructor: Dr. Mostafa El Azhary

CDC Workshops



SUCCESSION PLANNING
22-23 September, 2010
Instructor: Dr. Gihan Hussein
Public Workshop



TIME, STRESS & CONFLICT MANAGEMENT
22-23 September, 2010
Instructor: Hany Hafez
Public Workshop

Eye on CDC Certifications Certified Supply Chain Professional (CSCP)



The **Certified Supply Chain Professional (CSCP)** program is the first globally recognized certification designed for supply chain management professionals. CSCP is also the first and only global supply chain credential accepted by the world's top manufacturers.

CSCP Program Content: (one-part exam)

- Module 1: Supply Chain Management Fundamentals
- Module 2: Building Competitive Operations Planning and Logistics
- Module 3: Managing Customer and Supplier Relationships
- Module 4: Using Information Technology to Enable Supply Chain Management

CDC'S Workshop Recommendation Competency-Based Interviewing Skills

This workshop is designed to provide participants with the skills and tools needed to select the right people and make the right hiring decisions to contribute more effectively to their organization's bottom line through the effective application of the competency-based approach.

Workshop contents include:

- HR challenges
- Recruitment challenges
- What is a competency-based interview?
- Analyze job specifications before the interview
- Competency-based approach
- Setting objectives for the interview
- Review legal obligations in hiring
- How to keep records that protect your position and your organization
- How to open and close the meeting
- Types of questions asked
- Handle face-to-face interaction – from start to finish
- Pre-employment and employment testing
- Make the selection – testing and references and other considerations

Scheduled Dates:

- 29-30 November from 8:30am to 4pm
- 26-27 December from 8:30am to 4pm

To sign up for the workshop, please contact:

Tel: (20-2) 3338-0860 • E-mail: mworkshops@amcham.org.eg



CDC ALUMNI

Congrats to Our Recent Graduates



Certified Professional Secretary (CPS)[®]



Ms. Heba Ali, CPS
Administrative Assistant
HBS International Egypt LTD



Ms. Fatma Mamdouh, CPS
Administrative Assistant
Corporate Leasing Co. Egypt S.A.E.



Mr. Tawfik El Klisy, CSCP
Supply Chain Consultant and Coach



Are you certified?

Share your news with us!
We want to hear from you! If you have attended any CDC certification programs share your stories 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

Supply Chain Integration

Supply Chain integration involves coordinating activities across the supply chain so that the company can reduce costs, increase customer service levels, better use resources and respond effectively to changes in the market place. Opportunities and challenges faced by company's supply chain integration relate to areas such as enabling a demand-driven supply chain strategy, effective distribution strategies, the impact of the Internet and strategies such as push, pull and push-pull strategies.

Traditional supply chain strategies often are categorized as push or pull strategies. In a push-based supply chain, production and distribution decisions are based on long-term forecasts. It therefore takes much longer for a push-based supply chain to react to the changing marketplace, which can lead to the inability to meet changing demand patterns and/or the obsolescence of supply chain inventory. In a pull-based supply chain, production and distribution are demand-driven so that they are coordinated with true customer demand rather than with forecast demand. This is enabled by fast information flow mechanisms that transfer information about customer demand to the various supply chain participants. In a push-pull supply chain, some stages of the supply chain, typically the initial stages, are operated in a push-based manner, whereas the remaining stages employ a pull-based strategy.

Effective distribution strategy is also important to supply chain integration. Typically, three distinct outbound distribution strategies are used: direct shipment, warehousing, and cross docking. In the direct shipment strategy items are shipped directly from supplier to retail stores without going through distribution centers. Warehousing strategy is about keeping stock in warehouses and provides customers with items as required. In the cross-docking strategy, items are distributed continuously from suppliers through warehouses to customers. However, the warehouses rarely keep the items for more than specified number of hours. Of course, even traditional firms need to have an effective distribution strategy. Depending on the details of the situation, traditional warehouses, cross-docking, direct shipment, and transshipment all can be effective tools for managing inventory and distribution costs.



—Youssef M. Kenawy, CSCP

Head of Supply Chain Development
Damco – Part of the A.P.Moller-Maersk Group
AmCham CDC Instructor

Put an End to Fractious Meetings

Dealing with controversial issues in a meeting can be a challenge, especially when people resort to defensive behavior such as interrupting, arguing or attacking. *Counter the behavior with this three-pronged strategy:*

Identify the problem. Say: "Before we start, I need to ask you to help me. I have observed in past meetings that when a difficult issue comes up, we tend to argue our points without listening very well to others' opinions."

Provide an alternative. Say: "When someone presents an idea that you disagree with, resist the temptation to impulsively argue back. Instead of thinking of comebacks while people speak, formulate questions to clarify what they mean. Ask questions that start with 'Can you explain what you mean by----?' or 'How do you propose to address the issue of----?'"

Ask for participation. Say: "This approach can help us work better as a team, make better decisions and have more productive meetings. But I need your support to make it work. What do you think? Can we give it a try?"

—Adapted from "Managing Defensiveness in Meetings,
Eli Mina, *Deliberations Newsletter*,
www.eliminia.com/newsletter



Ask the Experts



Your Career Advisor

QUESTION:

As someone in the supply chain field, how could a designation such as the Certified Supply Chain Professional (CSCP) certification benefit me?

CDC CAREER ADVISOR:

Obtaining a CSCP certification can take you from a qualified candidate to a sought-after expert. Worldwide, APICS certification designees are recognized, promoted, hired, and paid more. Especially in today's growing and changing supply chain management field, to maintain your competitive edge, you must increase your knowledge, skills, and expertise.



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



CDC Workshops Calendar

Date	Topic	Time	Fees EGP
OCTOBER			
3-4	The Guide to Performance Appraisal	8:30am-4:00pm	1250
4-5	Perfect Selling	8:30am-4:00pm	950
10-11	Administrative Professional Skills	8:30am-4:00pm	1250
11-13	Internal Audit Principles and Techniques	5:00pm-10:00pm	1350
11-14	Purchasing and Supply Chain Management	5:00pm-10:00pm	1950
12-13	Street Smart Negotiation	8:30am-4:00pm	950
13-14	Strategic Leadership Competencies	8:30am-4:00pm	1250
17-18	Advertising and Promotions	8:30am-4:00pm	1250
17-20	Train the Trainer	9:00am-2:00pm	1950
18-19	Becoming a High Performance Manager	8:30am-4:00pm	1250
18-21	Project Management	5:00pm-10:00pm	1950
20-21	Successful Decision-Making	8:30am-4:00pm	1250
24-25	Executive Secretary	8:30am-4:00pm	1500
24-26	Planning Budget and Cash Budget	5:00pm-10:00pm	1350
25-26	Customer for Life	8:30am-4:00pm	950
25-26	Strategic Selling	8:30am-4:00pm	1250
26-27	The Next Evolution of Marketing	8:30am-4:00pm	1250
27-28	Think Like a Buyer and Improve Your Sales Effectiveness	8:30am-4:00pm	950
NOVEMBER			
1-2	Strategic HR Management	8:30am-4:00pm	1250
1-3	Marketing for Non-Marketing Managers	5:00pm-10:00pm	135
3-4	Executive Secretary	8:30am-4:00pm	1250
7-8	Satisfaction: How Companies Listen to the Voice of the Customer	8:30am-4:00pm	950
7-9	Treasury and Cash Management	5:00pm-10:00pm	1350
8-9	Training Needs Assessment Tools and Techniques	8:30am-4:00pm	1250
8-10	Planning and Decision-Making Tools and Techniques	5:00pm-10:00pm	1350
9-10	Communication and Interpersonal Skills	8:30am-4:00pm	950
9-11	Cost Recovery	5:00pm-10:00pm	1350
21-22	Sales Force Management	8:30am-4:00pm	1250
22-23	Marketing Management: A Strategic Decision-Making Approach	8:30am-4:00pm	1250
23-24	Better Business Writing (letters, faxes and memos)	8:30am-4:00pm	950
24-25	Writing Professional Proposals	8:30am-4:00pm	1250
28-29	The Future of HR Management	8:30am-4:00pm	1250
29-30	Competency-Based Interviewing Skills	8:30am-4:00pm	950
DECEMBER			
1-2	Creative Training Techniques	8:30am-4:00pm	1250
1-2	Basic Management Skills	8:30am-4:00pm	950
5-6	E-mail Selling Techniques	8:30am-4:00pm	950
5-6	Advertising and Promotions	8:30am-4:00pm	1250
8-9	Successful Presentation	8:30am-4:00pm	1250
8-9	Becoming a High-Performance Manager	8:30am-4:00pm	1250
12-13	Customer Visits: Approach to Market Research	8:30am-4:00pm	1250
12-14	Financial Reporting and Analysis	5:00pm-10:00pm	1350
12-15	Train the Trainer	9:00am-2:00pm	1950
13-14	How to Measure HR Management	8:30am-4:00pm	1250
14-16	Executive Secretary to Office Manager	5:00pm-10:00pm	1350
14-16	Business Continuity Planning	5:00pm-10:00pm	1500
15-16	Mastering Communication at Work	8:30am-4:00pm	950
19-20	Sales Coaching	8:30am-4:00pm	1250
20-21	Time, Stress and Conflict Management	8:30am-4:00pm	950
20-21	Customer Retention and Satisfaction	8:30am-4:00pm	1250
21-22	Managers Guide to Marketing, Advertising and Publicity	8:30am-4:00pm	1250
22-23	Successful Decision-Making	8:30am-4:00pm	1250
26-27	Competency-Based Interviewing Skills	8:30am-4:00pm	950
27-28	Turn Small Talks into Big Deals	8:30am-4:00pm	950
27-29	Finance for Non-Financial Managers	5:00pm-10:00pm	1350
28-30	Profitable Purchasing Strategies	5:00pm-10:00pm	1500
29-30	Contemporary Business Writing	8:30am-4:00pm	1250

All programs are supported by IMC for registered companies

Working with a Perfectionist

If you have ever had an employee who was a perfectionist, you know it's a mixed blessing. On one hand, you can count on the person for flawless work.

But perfectionists can drive you crazy because they can become critical of others who don't meet their standards. In their quest for perfection, they can take a long time finishing tasks because they want everything to be "just so." And any kind of change is hard for them because they are looking for predictable outcomes.

Strategy: Gain the most from a perfectionist by showing that you and the organization are working for the best possible result. If the perfectionist sees that you are concerned about quality as well, the person becomes more flexible.

You also can deal with that type of worker by using guideline. Establish expectations upfront for the tasks the perfectionist must complete. Explain those expectations and allow an opportunity for discussion. If you gain agreement, perfectionist will do their utmost to follow those guidelines.

— Adapted from "Good as (Un)golden: A Set of Tactics and Some Understanding Will Help You Get Through to Those Difficult Employees," *Contemporary Long Term Care*, www.cltcmag.com



Release Your Brilliance: The 4 Steps to Transforming Your Life and Revealing Your Genius to the World

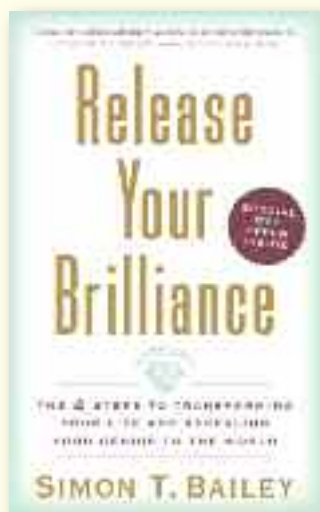
Each of us is born brilliant. Then we spend the rest of our lives having our brilliance buried by people, circumstances, and experiences. Eventually, we forget that we ever had genius and special talents, and our brilliance is locked away in a vault deep within. So we settle for who we are, instead of striving for who we were meant to be.

Release Your Brilliance provides the combination to the vault where your brilliance is kept. After struggling for thirty-two years with disillusion, defeat, and despair, author Simon T. Bailey cracked the code to personal transformation, turning his life around and becoming a highly successful entrepreneur, respected family man and community leader. Using the metaphor that we're all diamonds in the rough, Simon shares the four key steps to cut and polish the gem that is you in order to reawaken your genius, reignite your internal light, and release your potential. He guides your transformation with interactive tools such as Personal Appraisal exercises, Diamond Polishing action steps, and true stories of Living Diamonds. Join the thousands of individuals and organizations worldwide who've sat down with Simon and learned to create lasting change and release their brilliance!

About the Author

Simon T. Bailey is an internationally celebrated speaker, author, and consultant and a Catalyst for Brilliance. He quit his high-paying, successful career at Disney to found The Brilliance Institute based on his deceptively simple yet remarkably powerful idea that, inside, we all have an inner brilliance that wants to be released. Simon is a fresh voice who has taught more than a quarter of a million people around the world the same transformational system he used to reshape his life. He lives in Windermere, Florida, with his wife and two children.

www.amazon.com



New Bundling Program 20%

Attend **ONE** certification program
 Receive a discount on **ONE** of our workshops

AmCham's Career Development Center (CDC) announces its new certifications and workshops **Bundling Program**.

How Does It Work?

For Individuals: Attend **ONE** certification program and receive **20%** discount on ONE selected workshop scheduled during October or November.

For Corporations: Send one employee or more to attend **ANY** of our certification programs and receive **20%** discount (for cash payment) on ANY selected workshop scheduled during September, October or November.

Offer duration: September–November 2010 • Offer valid until: November 30, 2010



Certifications Schedule

October 2010

Date	Days	Topic	Fees EGP
Oct. 4 - Nov. 4	Mon. & Thu.	CPIM (Module 5)	2750
Oct. 10 - Dec. 29	Sun. & Wed.	CTP	6000
Oct. 4 - Dec. 9	Mon. & Thu.	PHR/SPHR	12000
Oct. 4 - Dec. 6	Mon.	PMP	4500
Oct. 5 - Nov. 9	Tue.	EHR	4000
Oct. 27 - Dec. 8	Wed.	EHR	4000
Oct. 13 - Dec. 15	Wed.	MPC	3000
Oct. 4 - Nov. 25	Mon. & Thu.	MMC	4500
Oct. 4 - Nov. 25	Mon. & Thu.	SMMC Part 2 (Marketing Management) Part 1 cont.	
Oct. 4 - Nov. 25	Mon. & Thu.	SMEC Part 4 (Marketing Management) Part 1 cont.	
Oct. 2 - Dec. 4	Sat.	Fresh Graduate Program	t800

November 2010

Date	Days	Topic	Fees EGP
Nov. 29 - Jan. 17, 2011	Mon. & Thu.	CIA (Part 3)	3500
Nov. 4 - Jan. 6, 2011	Thu.	PMP	4500
Nov. 25 - Jan. 25, 2011	Tue.	PMP	4500
Nov. 2 - Dec. 28	Sun. & Tue.	MMC	4500
Nov. 7 - Dec. 26	Sun.	IAC	3000

Improve Goals

Discuss these questions with your colleagues to hone your goals:

1. "What specifically are we promising to produce?"
2. "By when?"
3. "Whom do we want to affect and by when?"
4. "How will we measure the impact?"
5. "What will we accomplish in terms of finance, performance or professional development?"
6. "What concerns or barriers will we face?"
7. "What strategies do we have in place to overcome them?"

—Adapted from *Leading High Impact Teams*,
Cynder Niemela and Rachael Lewis.
High Impact Publishing, www.highimpactteaming.com

CDC CERTIFICATIONS

Since its inception in 1991, AmCham's Career Development Center (CDC) has been offering a variety of services designed to enhance professionals interested in advancing their career and acquiring new skills in their fields of interest. In line with this, CDC offers international certifications and achievement certificates in various fields, including management, human resources, marketing, finance, production and inventory management, accounting, auditing and supply chain management.

For a complete listing of all international certifications and achievement certificates offered by CDC please contact:
Tel: (20-2) 3338-8220 - (20-2) 3337-3784
Fax: (20-2) 3338-9894 - (20-2) 3337-3779
E-mail: cpe@amcham.org.eg

AmCham Egypt set out in the early 1990s to offer a curriculum of education whereby individuals could obtain professional designations, with the aim of raising the general level of professionalism within Egypt and improving the general business environment.

The Chamber established the following objectives for its Professional Designation program:

- To establish a series of managed studies within which various professions are recognized. The Professional Designation program will identify each profession's role, its underlying body of knowledge and a course of study by which such knowledge can be acquired
- To encourage higher educational standards in the various professional fields
- To establish an objective measure of an individual's knowledge and competence in the selected field of study
- To encourage continued professional development