



One World, One University



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Certified chief executive officer



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❖ Introduction

Executive managers are specialists who work as general managers of a business or a non-profit corporation, in many directions, the role of the CEO is similar to that of the managing director or CEO of a large organization. The duties and responsibilities of the CEO and the General Manager are somewhat different even though there are a few core functions that tend to be common to both.

The CEO in the organization is considered a full-time employee, and he has a specific role in making decisions, such as director of financial affairs, marketing, operations, etc. on an ongoing basis, and the title of CEO is generally used in non-profit organizations more than commercial institutions. The standard of care required of executives is much higher than what is required of general directors or non-executive directors, but both types of directors offer it on an equal footing under the tax laws, as it is also called the internal director, and the authority as an executive director is often granted by the board of directors. The board of trustees or other governing body related to the corporation, based on the bylaws in order not to profit, it may be necessary to appoint the approval of the majority of the board of directors of the corporation.





. The board of directors generally develops CEO job description specifications, using these details to evaluate the current manager's performance.

❖ **Responsibilities of the executive management:**

- Developing plans and sub-projects in light of the general plan prepared by the higher management.
- Determining the authority of all workers in the organization and the tasks that fall upon them.
- Setting standards for monitoring performance and implementation progress in all departments of the organization.
- Coordination and interaction between all production elements.
- Contribute to develop the general plan of the organization.





Objective objectives of the program:

- The approved executive director program has been designed to qualify the learner to professionally manage operations, organize production, network analysis and feasibility studies, identify the causes of enterprise failure to overcome them, cover costs, control inventory, plan material requirements, plan manufacturing resources, study and analyze the administrative situation where you will be able To professionalize institutional management, overcome the problems of preparing budgets, and respond to rapid changes in the competitive work environment, in addition to the professionalism of managing performance-related funds, employment contracts, equal opportunity policies, disciplinary management, and dealing with aggressive and assertive matters so that the student can monitor performance, create employment contracts, equal employment, assume responsibility and take the right decisions, using the latest and most comprehensive strategies of executive management in force in Britain.





❖ Goals

Studying accounts, purchases, and methods of achieving efficiency in work and its various departments.

Studying the most important tasks and duties of the CEO and his methods of dealing with employees.

Mechanisms for planning goals, designing operational plans, and linking departments together.

Being able to understand and write employment contracts and define labor policies and laws.

Following systematic policies in dealing with complaints and issues related to work conditions.

Being able to organize production and follow modern policies in marketing.

Being able to deal with financial matters to work properly and read financial statements

Determining the responsibilities of the CEO towards employees and the manner of dealing with them.

Understand the most important psychological problems and disorders resulting from work pressures, and how to properly deal with them





❖ Contents:

- An introduction to strategic management and strategic planning, and then how to convert strategic plans into operational plans, indicators and performance monitoring, which are the core of the executive management's work.
- Basic management skills for the executive director, such as communication, supervision, follow-up, performance and achievement evaluation, reports, meetings, self-management and delegation.

❖ The first Module

- What is management, its pillars and importance.
- The basic elements of management: planning - organizing - directing - control.
- The planning concept and its rules.
- Strategic management and strategic planning.
- Defining and implementing goals





❖ **The second Module:**

- Executive The planning process and its steps.
- The strategic planning process.
- Analyzing the internal and external environment of the project.
- Mission, vision, values and goals.

❖ **The third Module:**

- Administrative organization skills.
- The organization's concept and objectives.
- Basic organization rules and objectives.
- Guidance as a function of the Executive Director
- The directing roles of the Executive Director.





❖ The fourth Module:

- What is leadership, its theories and patterns
- The difference between leadership and management (leader and manager)
- The concept of motivation through the function of guidance and leadership
- Leadership styles according to the DISC model.

❖ The fifth Module

- Control and follow-up skills
- Control methods and tools
- Performance management tools and methods
- Standards and methods for evaluating individual performance





❖ The sixth Module:

- Standards for evaluating institutional performance
- Preparing performance indicators for the executive plan
- Determine the goals and objectives of the implementation plan
- Main initiatives and sub-goals

❖ The seventh Module:

- Evaluating the operational plan at the level of results, processes and systems
- Entrance to the evaluation of results
- Evaluating the customer satisfaction category
- Business results category evaluation
- Category assessment of stakeholder relationships
- Process evaluation approach
- Introduction to assessing systemic factors





❖ The eighth Module

- Understanding and communication
- Influence and human relations.
- Stimulus.
- Self-management skills
- Time management skills
- Report writing skills.

❖ The ninth Module:

- Meeting management skills
- Delegation skills
- Performance management skills
- Problem-solving skills
- Decision-making skills





❖ Participants

- **Members of the Board of Directors.**
- **Executives and those who hold leadership positions.**
- **Administrative departments supervisors.**
- **Those wishing to switch from their current career path and enter the field of executive management.**
- **All employees in the governmental and private administrative sectors.**

