



THE AMERICAN
UNIVERSITY IN CAIRO

SCHOOL OF
BUSINESS

EXECUTIVE EDUCATION



TAKING YOUR ORGANISATION FROM GOOD TO GREAT!

Unleash your Full Personal and Organisational
Potential Through

Complete **Healthcare** Leadership Masterclass

An exclusive and leading edge masterclass
for healthcare leaders with global expert:

Why a Masterclass?

In today's fast-changing global environment, it is absolutely critical that healthcare senior leaders not only develop good strategy but then create the environment where it will be effectively implemented. The difference between the "best and the rest" is not the ability to create strategy it is the ability to make it day to day reality. This can only be achieved through 2 simple steps :

- Get the best from all your people (not just employees but anyone in your value/delivery chain)
- The focus that best effort on what delivers success not things which distract from success.

This program enables executives in healthcare sector to take their own leadership up a gear and become more effective strategic as well as operational leaders to improve their own performance and enable their people to deliver success for them.

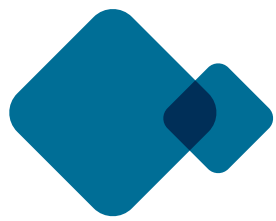
They will learn how to make their leadership more authentic, powerful and focused, so that they become the best executives they can be and help their organisations be more adaptive, innovative and successful within a fast moving context.

How will this program help Healthcare executives and what innovative methods will be used?

Using the innovative “I CARE” leadership approach, described by a leading Professor of Psychology as a “breakthrough” in leadership thinking, and has helped healthcare executives to:

- Refine their operational and strategic leadership skills to get the best from everyone and focus that on what delivers success
- Be able to better leverage their current skills and knowledge more effectively to maximise the return on investment for their time
- Learn simple approaches that can be immediately implemented at no cost which will significantly improve performance of organisations which they can initiate from any level
- Understand the supporting academic, psychological and business evidence on how to successfully get maximum performance from people at all levels – boardroom to front line – with a diverse workforce in a constantly changing environment
- How to become the best brand for both potential customers and potential employees
- Develop greater strategic leadership capability to compliment operational skills and experience
- Lead the creation of an environment where collaboration and innovation will flourish on a day to day basis for constant improvement and adaptability
- Leverage the whole organisation more effectively to create “One organisation” which delivers the best service to clients, customers or end users and other stakeholders more effectively
- Above all become a better leader to inspire people so that they want to come to work and give their best, which will benefit you and your organisation
- Program will use exercises, case studies, videos, relevant data, live participant examples and personal experience to bring out critical learning points. You will log these to create your own action plan to turn ideas into action





What are the outcomes of this program for you?

- Understanding your role as a leader as well as functional expert in healthcare.
- More effective day to day leadership of your team
- Enabling them to get the best from their people to focus on what delivers success
- Work more effectively to leverage cultural and generational diversity
- Ability to see and leverage the big picture
- Develop your impact more effectively on the whole organisation
- Detailed action plan to implement for your benefit and that of your team and wider organisation
- Many simple practical ideas to implement which have worked you can use to deliver success.
- You will get a copy of the leadership implementation handbook “Lead to Succeed”

How is this going to benefit your personal and professional life?

- More effective as a professional leader
- More likely to enable your organisation to perform better than peers
- More likely have career advancement or pay / bonus increase.
- Greater personal job satisfaction
- More rewarding career and better personal life

Who should attend ?

Any person who is responsible for the delivery of successful outcomes for their organisation through other people.

- C-suite
- Directors
- Senior leaders

Program Fees

USD 2,276

Professor Chris Roebuck,

expert on global success

Former Military, Corporate and Healthcare leader

Visiting Professor of Transformational Leadership

HR Most Influential Thinker

Healthcare advisor & Executive coach

Author, speaker & quoted business success expert



Chris Roebuck is Visiting Professor of Transformational Leadership at Cass Business School and has held senior strategic leadership roles in global organisations such as UBS where he was Global Head of Leadership. This work is now part of a Harvard Business School Case Study and won UBS Best Company for Leaders 2005. Chris has also worked for the British Army, HSBC, the UK National Health Service, UK Local Government and London Underground and advised organisations as diverse as international law firms, the Myanmar Red Cross, Chinese Space Program and UK Prime Ministers Office. Chris was commissioned by the “Kings Fund” the leading UK healthcare think tank to write a report for the UK Government on developing leadership in the UK National Health Service – 1.4m employees.

Chris takes a unique approach to effective leadership and transformation based on his experience as an economist, military, corporate and government leader and academic studying leadership. His interviews with top global CEOs from his “Perspectives from the top” series reveal secrets which Chris will pass on in the Masterclass.

Chris has frequently worked with leaders in the Middle East, eg the UAE Prime Ministers office, Omantel in Oman, Shurooq in Sharjah, opening HR Conferences, speaking at the C suite Retail Leaders Circle in 2015/16, HR Gov conference in Abu Dhabi, in depth masterclasses for the public and HR leaders, leadership insights for 500 project managers in Dubai to inspiring CEOs in Dubai on leadership as a driver of business success, graduates in Saudi Arabia on developing leadership quickly for career advancement and many others.

His book, Lead to Succeed, on his new Mach 2 “I CARE” leadership model was published in May 2014 and was described as a “breakthrough” in implementing leadership in the real world. His 2015 book “Strategic Leadership Development” was the first book to go into depth on the need to distinguish and develop strategic leadership in a different way to operational leadership. Chris has been on the HR Most Influential Thinkers list annually since 2010, interviewed over 250 times on TV and quoted in many global publications on leadership issues.

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