



EDGE

Training & Consultancy

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About EDGE

Training & Consultancy

 was established to achieve business development through human development. Our strategy aims at accelerating business impact, providing customers and partners with needed skills, and advice while driving return on investment and gaining a competitive “Edge”.

 is an industry leader specialized in Human and Business Development. Its model is based on sharing knowledge and offering clients a continuous flow of professional programs and workshops in the areas most useful to them

 training plan and programs present a new frame of understanding clients’ needs, to identify their soul and voice, discover their unique strengths, clarify their direction, and incorporate that into their own leadership style. Edge’s core competency lies in its outstanding coaches and consultants, who have spent years helping others to achieve their own goals and their organizations’ goals.

 offers a flexible and dynamic research and consultancy service, which provides the information, resources and expertise to make SMART business decisions. We improve our clients understanding of their customers and competitors and enhance their ability to exploit new opportunities through translating research findings into practical managerial strategies, techniques, initiatives and policies.



“Management works in the system;
Leadership works on the system.”

- Stephen R. Covey (Author)

To help our clients to make distinctive, lasting, and considerable improvements in their performance and hence help them to become firms that attract, develop, stimulate, and retain outstanding professionals. We have consciously chosen to provide different services, since our clients require a coordinated and multidisciplinary approach to their different needs.

We want to be recognized as a market leader in our professional services, based on our knowledge of the markets, industries and sectors in which our clients operate

- **Cost Effectiveness:** we deliver the best of our services to every client as cost-effectively as possible
- **Collaboration:** we create an ideal environment for exceptional people
- **Transparency:** we seek facts and provide insights openly
- **Integrity:** we behave as professionals
- **Passion:** we lead by heart and mind together
- **Quality:** we adhere to the highest professional standards



“Experience is the name every one gives to their mistakes”

- Oscar Wilde (Irish Poet)

MISSION

VISION

VALUES

“To provide personalized service of excellent quality”

The Blue Ribbon

The HR Blue Ribbon Forum (BR) is a Human Resources committee that was founded in 1994 under the umbrella of the Center for Adult and Continuing Education (CACE), now called the School of Continuing Education, at the American University in Cairo (AUC)

The committee used to meet once a month except July and August. In these meetings, the committee members composed of Human Resources Managers and Training Managers from multinational organizations in Egypt, used to brainstorm on all the ongoing HR issues and challenges as well as exchange experience and network.

In 2008, CACE decided not to keep the BR committee under its umbrella. However, The Chairman and the committee members requested from EDGE's founder to keep the committee under its supremacy since it was her who came up with the idea behind the forum in early 1994.

Now, the committee meets quarterly and the meetings are held at one of the members' premises such as:



LEONI



THE AMERICAN
UNIVERSITY IN CAIRO
CAREER CENTER



Thomas
Cook



Edge's ultimate objective is to support the BR committee because of its real value to its members, aiding them to keep an outstanding level of networking and experience exchange.

BLUE RIBBON MEMBERS





MISSION

“Creating valued networks through human resources competencies to support and enhance the role of EDGE for Training and Consultancy in education and training of individuals within corporations. This is to achieve continued success and a high degree of quality in the delivery of results”.

OBJECTIVES

- Participate effectively in assisting EDGE for Training and Consultancy in achieving its goals and objectives.
- Work as HR experts who strive to provide high quality work and act as advisors for EDGE for Training and Consultancy.
- Maximize the value-added benefits to our employers and work as innovators to achieve success in our workplace.
- Work together in cooperation to achieve self-development and professional growth within the HR community.
- Respect the values of our organizations and work towards achieving their learning and training objectives.



OFFERS FOUR SERVICES



TRAINING



CONSULTING



ASSESSMENT CENTERS



BUSINESS SIMULATIONS



TRAINING SERVICES



AVAILABLE TRAINING AREAS



offers training programs, workshops, and courses in the following areas:

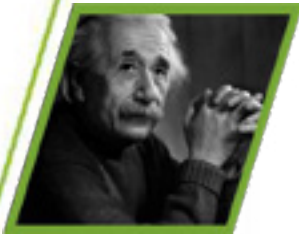


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“It’s not what you achieve, it’s what you overcome. That’s what defines your career.”

- Carlton Fisk (Baseball Player)

SALES AND MARKETING



“Life is like riding a bicycle. To keep your balance, you must keep moving.”

- Albert Einstein (Theoretical Physicist)





PERSONAL DEVELOPMENT



“If you wish others to believe in you, you must first convince them that you believe in them”
- Harvey Mackay (Businessman)



SUPERVISORS/MANAGERS



“Good managers have a bias for action”
- Thomas J. Peters (Author, Consultant)

LEADERSHIP



TRAIN THE TRAINER

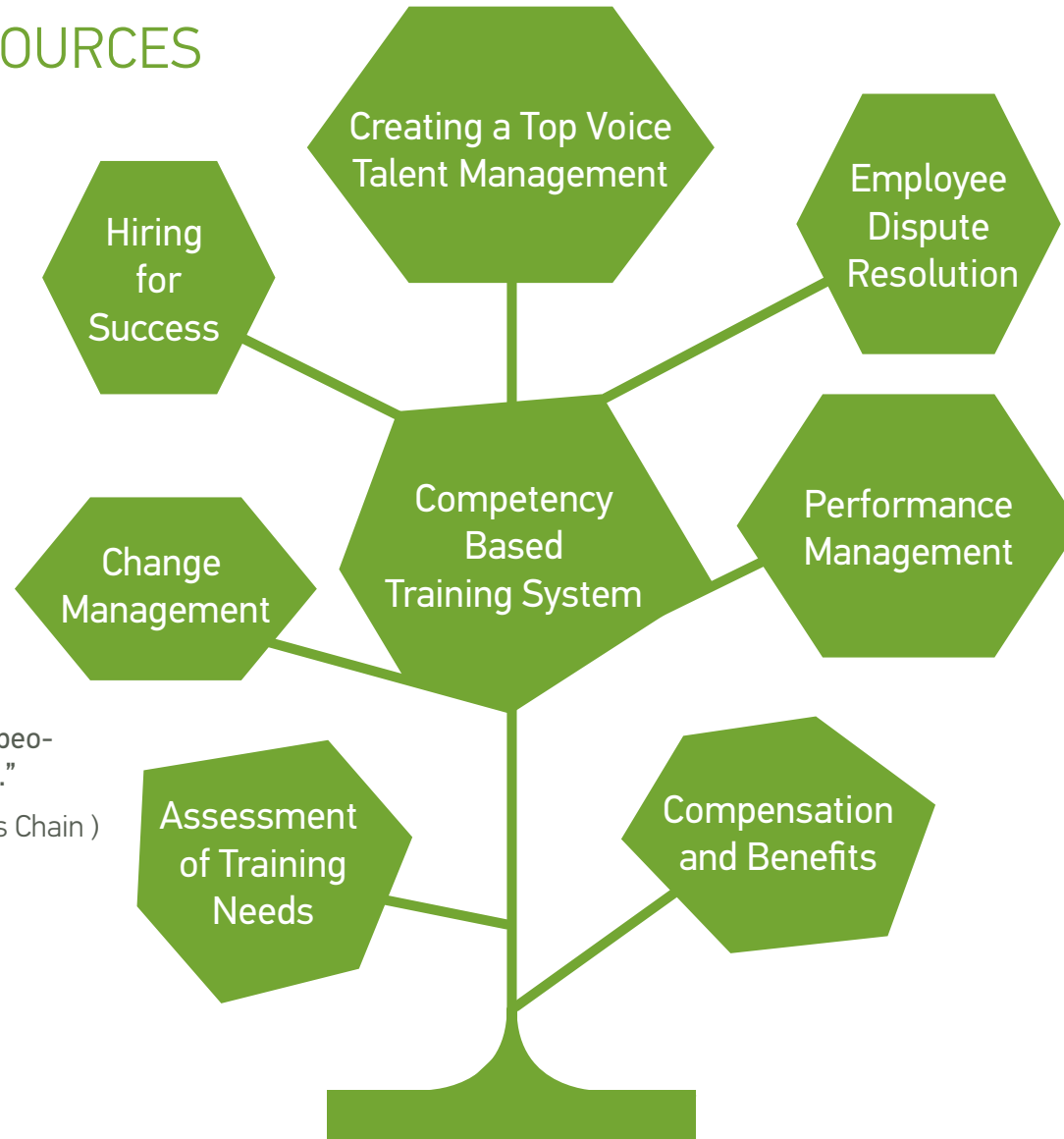


“I hated every minute of training, but I said, don’t quit. Suffer now and live the rest of your life as a champion.”

- Muhammad Ali (Professional Boxer)



HUMAN RESOURCES



“Success seems to be connection with action. Successful people keep moving. They make mistakes, but they don’t quit.”

- Conrad Hilton (Businessman & Founder of the Hilton Hotels Chain)



SPECIALIZED PROGRAMS

Dynamic Office Management

Retail Management Programs

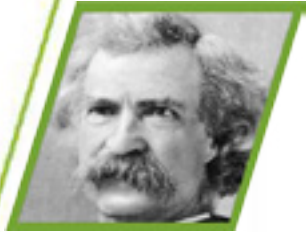
Supply Chain Management Programs

Pharmaceutical Programs

Lean Six Sigma Programs

Logistics Programs

Edge Capsules



”

“Really great people make you feel
that you, too, can become great”

- Mark Twain (American Writer)

Experiential Training



Experiential training is the process of learning through experience, or more specifically “learning through reflection on doing”. It is a whole body of training methods that are used to develop behavioral skills and physical abilities.

At **EDGE**, we prefer combining experiential training with other methods of training. Role playing, simulations, games, on-the-job training (OJT) and case analysis are some of the experiential learning methods that we use to deliver a training session.

Experiential activities are used to enhance social relations and define roles within teams, often involving collaborative tasks. It is distinct from team training, which is designed to improve the efficiency, rather than interpersonal relations. It helps in:

Aligning around goals

Building effective working relationships

Reducing team members role ambiguity

Finding and applying solutions to team problems



”

“Do you know the difference between education and experience?

Education is when you read the fine print; experience is what you get when you don't.”

- Pete Seeger (Folk Singer and Social Activist)



H

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CONSULTING SERVICES

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HR CONSULTANCY SERVICES



Our experts are willing to offer a wide range of customized consultations which suit our clients' needs



offers HR Consultancy services in various areas, namely:

Assessment of Training Needs

Organizational Structure Design

Human Resources Practice Audit

Manpower Planning and Succession Plan

Leadership and Management Assessment

Employees Handbook and Policies Documentation

Assessment Center

Compensation and Benefits Systems, Job Analysis, and Job Description

Performance Management System

Recruitment and Selection System

Training and Development System



”

“If you wait to do everything until you're sure it's right, You'll probably never do much of anything.”

- Win Borden (American Lawyer)

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SALES AND MARKETING CONSULTANCY SERVICES



Internal Assessment/Audit:

As a consultant, part of our services includes providing organizations, where appropriate, with their sales and marketing internal assessment/audit. Before deciding what kind of intervention to use, we need to thoroughly understand the current issues/concerns of the company as well as the common practices to properly identify areas of improvement (help and implementation).

Sales and Marketing Consultancy

Findings and Recommendations: Based on the Internal Assessment and Research Findings, the management consultancy will be designed by Edge Consultants. Meetings will be arranged with our client's management to discuss scope and framework of the service until final approval is granted on the consultancy.

Our services include:

Brand Strategy Consulting

Retail Strategy Consulting

New Product Development Consulting

Pricing Strategy Consulting

Sales and Channel Management Consulting

Marketing Planning

Export Strategy and Market Entry Strategy Consulting
(Locally and Internationally)



“Today's opportunities erase yesterday's failures.”

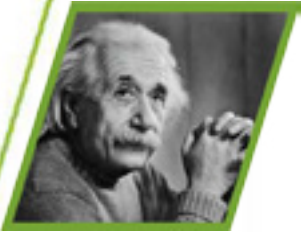
- Gene Brown (Professor)



Retail Strategy Consultancy

Edge consultants have the ability to develop marketing plans that detail how a business intends to offer its products or services to consumers and influence their purchases. A typical retail strategy might illustrate how best to place and display the company's products in retail outlets and how to attract optimal consumer interest at those locations with tools such as price discounts, placement, retailer incentives and signs. The marketing plan covers:

- Target Segment Identification
- Retail Format/Retail Mix
- Sustainable Competitive Advantage (Market Study Researches)
- Retail Concept Creation
- Retail Identity Development
- Retail Expansion Plan



”

“You have to learn the rules of the game And then you have to play better than anyone else.”

- Albert Einstein (Theoretical Physicist)

Export Strategy and Market Entry Strategy Consulting



Export Readiness: It is the start point to determine if exporting is a viable option for the designated company, product or service and it helps to make effective suggestions based on logical, systematic thinking

Preliminary Market Research: To help the designated company agree on the destination country(ies), to preliminary profile the target markets and scope the detailed market research if needed

Full Fledged Market Research: To understand the target market and its dynamics at all levels

Set Export Plan: To devise a high level export plan for the target markets specifying the market entry modes, target segments, offered products and services, price & payment terms, and promotional activities

Getting Your Product Ready: To assist in defining the modifications needed on the product and service. It also covers working with an advertising company on developing a brand suitable for export and all other related promotional activities

Formulating the Export Department: To assist the client by creating the hierarchy of the export department and the job description / selection criteria for its staff and setting the required procedures



”

“The difference between school and life?

In school you're taught a lesson and then given a test. In life, you're given a test that teaches you a lesson.”

- Tom Bodett (American Author)



Market Research Consultancy Services



Consultants assist corporates in studying the regional market. We help foreign clients to venture into Egypt by offering them decision support through allowing them access to regional market data. Market Access studies cover:

Market Feasibility Studies

Consumer Insight

Need/Gap Analysis

Segmentation Analysis

We assist our clients in measuring their satisfaction levels of their external and internal customers. We also help them in improving the monitoring and evaluation systems. The interfaces on which we conduct satisfaction studies are:

Consumer Satisfaction

Internal Customer Satisfaction

Supplier Satisfaction

Distribution Satisfaction

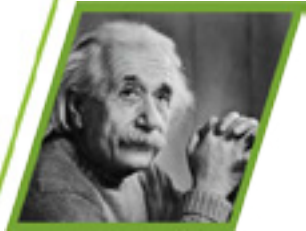
Image Assessment

Product/Service Benchmarking

Advertising Effectiveness

Salary Surveys

It isn't always necessary to develop new surveys in order to gain new insights, sometimes advanced statistical analysis can be applied to existing data in order to gain eye-opening insights.



“Learn from Yesterday, Live for Today, Hope for Tomorrow.”

- Albert Einstein (Theoretical Physicist)



ASSESSMENT CENTERS



ASSESSMENT CENTERS

The evaluation of an individual's potential to perform in a managerial capacity is an important problem for those responsible for the development of managers.

An assessment center puts candidates through a series of group and individual exercises designed to simulate the conditions of a given job and determines if they have the skills and abilities necessary to perform that job. It does this by bringing out the candidate's behavior relevant to the job, while being observed by a group of assessors. The candidates' personalities and aptitudes are determined by a variety of techniques including interviews, in-box surveys, situational judgment questions, group exercises, presentations, examinations and logical and numerical reasoning tests.

These procedures help to insure that judgments made are relatively free of the many forms of rater bias, are reliable, and can serve as the basis for meaningful predictions of a candidate's potential.



”

“Always bear in mind that your own resolution to success is more important than any other one thing.”

- Abraham Lincoln (16th President of the USA)



The objectives of the Assessment Center are to:

- Provide an accurate and objective third-party assessment of the participant's competencies
- Help the participant understand personal development opportunities
- Improve management effectiveness
- Provide input to the organization's individual development process
- Identify areas in which the participant could develop through targeted skill development,
- Challenge on-the-job experiences, and extensive feedback, coaching and mentoring

Who are the Candidates?

Leaders

Middle management

Supervisory level

Entry level



“Happiness is not the absence of problems but the ability to deal with them.”

- Buddha (Founding Figure)



ASSESSMENT TESTS

- 1. The Personality Test – PSI – Test for Traits and behaviors
- 2. The RSI Test- Motivational Analysis using Career Anchors
- 3. The TAT Test- Thematic Apperception Test- based on psychologist Henry A. Murray and Christiana D. Morgan at Harvard.





IMPACT ASSESSMENT

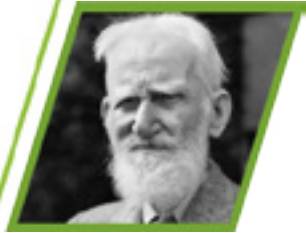


IMPACT ASSESSMENT

Impact assessment is the process of identifying the actual or anticipated impacts of a development intervention, on those social, economic and environmental factors which the intervention is designed to affect or may inadvertently affect.

What do we offer differently?

- The results do not label participants in a limited square
- Balance between scientific and actual life aspects
- Fair assessment using multiple research/statistical methods
- Foundation for development
- Rational costs and flexible techniques
- Participatory approach where the client is included in the process



“You see things, and you say why? But I dream things that never were, and I say why not?”

- George Bernard Shaw (Playwright)



BUSINESS SIMULATION





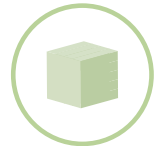
Before setting foot in the real world, why don't you put your corporate leaders in simulated situations, similar to real-life, where they would learn how to respond to high-intensity challenges, avoid risks and create deep sense of ownership for the company strategy. The simulation will ultimately inspire the attendees' actions when they are back to their jobs.

A simulation uses real competitive dynamics and places corporate leaders in a context where they step out of their normal day-to-day roles and gain exposure to the big picture. Participants make decisions in a totally risk-free environment, allowing them to learn with no drawbacks.

BUSINESS BUILDING BLOCKS (3 B'S)

Our simulation tools allow company employees to develop skills and capabilities at all levels of the organization. Once the participants start, they struggle with issues and decisions that they must make. A year is actually compressed into a day or two, and competition among teams enhances engagement and team building.

Our business simulation involves a series of data-driven input variables carefully designed to engage the participant in the situations that impact his business performance and learning abilities.



“Success doesn't come to you. You go to it.”

- Marva Collins (American Educator)



Why do companies need a business simulation?

Companies are gradually getting more interested into simulations to help build strategic alignment and execution competence among their employees, when faced with business challenges. Simulations are highly advisable if the company seeks to achieve any of the below objectives:

Implement a new strategy

Accelerate strategy implementation

Improve business acumen

Improve decision-making

Transform sales organizations into customer centric organizations

Focus leadership development

Implement culture change

Improve creativity



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“Knowledge is of no value unless you put it into practice.”

- Anton Chekhov (Russian Playwright)

It is a fun journey, full of knowledge and skills, relevant to each business day

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OUR PARTNERS IN SUCCESS

ARREDONDO ADVISORY GROUP

The Arredondo Advisory Group (AAG) aims to provide insights for successful and sustainable organizational diversity strategy. Its areas of practice are organizational diversity initiatives, higher education leadership development, the Latina/o quotient in the 21st century, and leadership & coaching for women and people of color

Patricia Arredondo, AAG President, has been a business consultant for 30 years, engaged in the higher education, healthcare, finance, non-profit, manufacturing, consumer, and publishing sectors, domestically and internationally. She established partnerships with universities in South Korea, Poland, Guatemala, and Mexico and with numerous corporations in and around Boston and Milwaukee states in the US. Arredondo has been a faculty member and senior administrator at research universities and a professional school of psychology. Arredondo is published extensively in the areas of workforce diversity, women's leadership, the Latina/o quotient, and cultural competency development; she is bilingual in English and Spanish and a licensed psychologist. Her doctoral degree in Counseling Psychology is from Boston University.

Edge is honored to cooperate with AAG to accredit many of its human development programs, among which are the HR and leadership certificates



Patricia Arredondo, CEO



People 1st have been known for its quality services in training and developing the hospitality, catering and retail businesses for over 50 years

It is a unique, insight-driven performance and talent management expert, providing solutions and advice that help UK and global clients to grow performance and talent, drive customer excellence, and maximize the value of apprenticeship. Their industry-led experts deliver highly successful results that reflect the business needs through understanding the organization's culture, environment and budget.

Edge signed an exclusive deal with People 1st to market its courses in Egypt and the Middle East Since 2016



Proud to announce the partnership signed between **EDGE EGYPT** a leading training and development organization in **the Middle East** and **CHARISMAN 360** , a renowned transformation training and coaching provider in the USA.

The partnership was launched due to the high demand in EGYPT and middle east for assisting companies with transformation and development that reflect positively on their teams and business as a whole.

CHARISMA profile is attached to this announcement for your kind self to get acquainted with their approach, which combines awareness stimulation, strategic leadership coaching, and real-time feedback a matter which creates lasting transformation It's not about sounding good it's about being unforgettable and driving results. as charisma isn't a gift for the few it's a skill for the future, please take a look and if you are interested for e& professionals to experience these results generating approach ,we may arrange for an on line meeting with them to discuss further details.



SAY Business School represents a combined experience of more than 70 years in the UK higher education sector with a special focus on entrepreneurship and business management.

The team behind SAY strongly believes in encouraging and supporting an entrepreneurship culture. It uses an integrated approach to Business & Management Education, as well as Enterprise & Entrepreneurship training. This approach has been successfully applied in teaching, learning, assessing, supporting, and managing in top UK universities and world-leading accelerators.

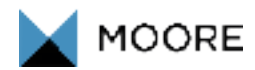
The school's motto - Fieri Faciamus ('Make it Happen') represents its basic purpose to develop successful business practitioners, whether in a corporate or entrepreneurial contexts.

The SAY school name honors Jean-Baptiste SAY (1767 – 1832), a French Economist who greatly influenced neoclassical economic thinking and is credited for coining the term 'entrepreneur'. He argued strongly in favor of competition, free trade, lifting restraints on business, and highlighting the benefits of entrepreneurship. On his first trip to the UK in 1785, Say spent time in Croydon and even drew a map of the town.

Edge is proud to cooperate with SAY School of business in accrediting a range of leadership and entrepreneurship certificates.

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OUR CLIENTS









EDGE
Training & Consultancy

TEAM

A black and white portrait of Ms. Salwa Mansour, a woman wearing a patterned headscarf and glasses, smiling slightly. She is positioned on the left side of the page, partially overlapping a green geometric shape.

Ms. Salwa Mansour
Founder and Managing Partner

Ms. Mansour is both an educator and manager. She is the founder and the managing partner of EDGE for training and consultancy, overseeing all administrative and logical aspects of the training programs from start to end. Her role entails leading the company's team of trainers and facilitators, maintaining the quality standards for programs' curriculum and instruction, promoting the company's programs, facilitating needs assessment for clients, and developing new curriculum.

Ms. Mansour held faculty and administrative positions at the School of Continuing Education in the American University in Cairo from 1982 till 2008, during which she doubled the division's customer base to more than 100 contracts per year, increased the number of customized courses offered and expanded the division's instructional team both in members and areas of specialization.

In addition to her regular administrative duties, Ms. Mansour is actively involved in advancing the field of Human Resources in Egypt. In 1994 she established the first ever Blue Ribbon Committee. Since its formation, this committee encompassed more than 45 clients in Egypt and the region and aims at exchanging information about issues facing Human Resources professionals working for private and multinational organizations.

Ms. Mansour earned her M.B.A. from the American University in Cairo and holds two diplomas in Business Administration and Management, both with high honors.

Ms. Mansour is a member of the American Society for Training and Development (ASTD) and regularly participates in professional developmental activities including conferences, forums, and workshops held in Egypt and abroad.

A black and white portrait of Dr. Dina El-Kayaly, a woman with shoulder-length hair, wearing a dark, patterned top. She is smiling slightly and looking towards the camera. The portrait is partially obscured by a green geometric shape on the left side of the page.

Dr. Dina El-Kayaly
Head of Market Research

Dr. Dina El-Kayaly is the Head of Market Research at Edge For Training and Consulting. Her background spans in the fields of market research, performance management, strategic marketing consultancy and international research in Egypt and MENA region. Her specific interest is in advancing an evidence-based approach in the development of strategic marketing consultancies, drawing on a broad range of experience including number of ministries, state-owned authorities and multinational corporations and management consulting firms. Dr. El Kayaly is graduate of Kuwait university with a degree in applied statistics, a masters in statistics from Cairo University, a master of business administration and a doctoral degree from Maastricht School of Management. She has served as a member of the Egyptian Society for Quality and International Quality Federation (IQF) – U.S.A. She is currently a certified Green Belt Six Sigma Consultant and a communication skills trainer certified from Wisconsin University in Leadership and Communication.

She worked as Statistical Data Analyst & Performance Management Consultant at a number of ministries and companies and has lead the marketing and market research departments at a number of consulting firms including KPMG. She is also an instructor for a number of marketing and market research topics

Dr. El Kayaly provided training programs to various companies in the banking, manufacturing, and telecommunication sectors, both in Egypt and the MENA region

She is currently an Adjunct faculty at Maastricht School of Management (MSM) Netherlands , 2017-2019, teaching: Research Methodology, Statistical Analysis, Consumer Behaviour and International Marketing.



Mr. Omar Rohayem
Sales and Marketing Manager

Mr. Rohayem is The Sales and Marketing Manager at Edge for Training and Consulting. He also consults local SMEs and startups in establishing and remodeling their commercial departments, as well as training a number of companies on the basics of marketing, sales, and retail management.

Mr. Rohayem holds a Bachelor's degree in Business Administration from the American University in Cairo with a

specialization in Marketing

He has a wide range of a hands-on experience since he was interning during his college days at Shell Marketing, Air Liquide, Vodafone, and finally Unilever Mashreq.

Mr. Rohayem started his professional career 10 years ago and assumed several marketing, sales, and business development roles both in the GCC and Egypt at various FMCG companies. Throughout his career, he sealed the following achievements:

- Managing marketing campaigns in more than 14 countries across MENA region.
- Looking after the trade support and sales target planning in addition to monitoring the performance of various sales channels across Egypt.
- Doubling the modern trade channel's sales and increased its contribution to the total business.
- Leading the "Model Store" project that dictates the perfect execution and marketing tools for various sales channels.
- Delivering award-winning marketing plans and joint promotions.

Mr. Rohayem received several training programs across his profession such as:

- The 7 Habits of Highly Effective People.
- Retail Category Management.
- Customer Marketing.
- Driving performance with retail audit analysis.
- Marketing and Selling Consultancy Services.

A black and white portrait of Ms. Amany Nasser, an elderly woman wearing a headscarf and a white turtleneck under a light-colored button-down shirt with a necklace. The portrait is partially obscured by a green geometric shape on the left side of the page.

Ms. Amany Nasser
Operations Manager

Ms. Nasser is the Operations Manager at Edge for Training and Consulting. She looks over all pertaining logistical and operational functions, from contract drafting, to report submission and finally attendees' evaluation.

She has more than 35 years of experience in managing the training function and has been working in the field since she graduated from Cairo University in 1977. She attended numerous training programs during her career, some of which she was internationally certified for. Mrs. Nasser was the General Manager for training at one of the largest construction holding companies in Egypt and the Middle East where her work scope included handling the training needs for 21 companies. Additionally, she was responsible for the company's internal communication, including quarterly newsletters, company documentaries, and other related company events.

She also managed to secure the ISO9000 certificate for the holding company for more than 18 years until she left to join Edge in 2012 and succeeded in hiring international training and consulting providers to train the top and middle management of the company.

2026

NEW
PROGRAMS

Bringing You **A DIVERSE SET** Of
INTERACTIVE Programs To Meet **MARKET**
DEMANDS



Top management Leadership -
Executive Leadership Insight (3 days)



Leadership For Executives -
Four Modules Each (3 days)



New Sales Training-
retail industry



Effective in Store Sales Skills (6 days)



Empowering Inclusive leaders
to Champion Persons with
Determination



HR Go Social



The Development Path for High
Potential Employees Program



Sales Force Transformation
Program



Think like investors:
Designing a Multi-
Sector future program



Esstential skills for HR program-
skills directly related to executing
HR responsibilites



The Art of Giving Feedback



Handling Technical
Compliances (per industry)



Developing a Good Business Case
Adv. Communications strategies



Strategic Partnership
& Collaboration



Creating a positive
workspace culture

2026

NEW PROGRAMS

Bringing You **A DIVERSE SET** Of **INTERACTIVE** Programs To Meet **MARKET DEMANDS**



Go to market-sales& distribution approach



Go to Market-Marketing & brand - Launch approach



Unique Selling



SPEAK WITH CONFIDENCE- story telling approach



Essentials for the Internal Communication & Employer Branding Team



Digital Customer Care



Customer Care Call Center Agents



Essential Skills for Handling Generation Z



Employee's Healing Sessions.



Managing Generation Z



2026**NEW
PROGRAMS**

Top management Leadership -
Executive Leadership Insight (3 days)

Objectives:

- Understand the Structure , Purpose and role of a Board.
- Know how the Board Operates in Practice.
- Learn Aligning Board Leadership with Business Success.
- Comprehend the different roles and responsibilities of the BOD.
- The board's role in ensuring compliance, accountability, and transparency
- Implementation the different discussed items on a business case .

2026**NEW
PROGRAMS**

Leadership For Executives -
four modules each (3 days)

Objectives:

Attendees upon completion of the three program modules will:

- Learn the Strategic and leadership skills
- Comprehend the Business and financial acumen
- Acquire the different Interpersonal Skills
- know the ownership and accountability culture

2026

NEW PROGRAMS

New Sales Training - retail industry -

3.1.Distributor's Management (3 days)

Objectives:

- Follow Up distributors with credit, delivery, and KPIs
- Monitor distributor (balances, P&L, indebtedness) and sales achievements vs. targets
- Manage credit limits, payment methods, collections, and balance reconciliation
- Motivate & coach distributor sales teams for peak performance
- Analyze profitability via P&L and ROI and build annual growth plans
- Replace underperforming partners through a structured exit & onboarding process
- Conduct regular business reviews with scorecards and continuous improvement action plans

3.2Key Customers Management (3 days)

- Plan structured, data-driven visits and order schedules for each key Customer
- Execute standardized order-taking and delivery coordination processes.
- Manage credit limits, collections, and aging to minimize financial risk.
- Process returns and claims efficiently, preserving profitability.
- Optimize shelf layouts and on-site merchandising for \geq %98 product availability.
- Track and interpret key distribution metrics via a one-page dashboard.

Objectives

- **Differentiate** common crisis types and their primary causes.
- **Apply** the "Assess Contain Communicate" for rapid response.
- **Coordinate** internal and external stakeholders through clearly defined roles.
- **Conduct** a structured post-crisis review to extract lessons and improve future procedures

2026**NEW
PROGRAMS**

Effective in-store sales skills
6 days

Objectives:

- Interpersonal skills
Active listening - Empathy - Communication - Rapport building - Adaptability
- Essential knowledge and techniques
Product knowledge - Objection handling - Problem-solving - Upselling and cross-selling - Closing skills
- Personal qualities
Self-motivation - Resilience - Confidence - Time management

2026

NEW PROGRAMS

Empowering Inclusive **Leaders to Champion Persons with Determination****Objectives:****This training is designed to help leaders and managers:**

Develop willingness and empathy for hiring and managing PWD through bias awareness and connection.

Strengthen ability with practical leadership strategies to foster inclusion and empower PWD in the workplace.

Create actionable plans to drive accountability and long-term inclusion.

6- HR Go Social

HR Gets Social: Teams That Operate Smarter One to TwoDay's Workshop:

DAY 1 – Build the Foundation Why Should HR Be on Social Media?

What Platforms Work Best for HR? (With Telecom Use Cases) Who Are You Talking To? (Audience Persona Quick Build) What Makes a Great Post? Quick Tools You'll use Create Your First Content Piece

DAY 2 – Go Deep

Build a 30-Day Content Plan How to Read the Numbers (Analytics Made Simple) Stay Safe, Stay Smart Build Your Own HR Brand Final Pitch:

Group Presentations AI Supercharged: Teams That Operate Smarter-One-Day Workshop: Unlocking Creative Power with AI Tools

Part 1: Introduction & Mindset Shift

Part 2: Mastering AI for Writing

& Content Creation

Part 3: AI-Powered Visuals

Part 4: Video Creation & Editing with AI

Part 5: Smart Content Planning with AI

Part 6: Ethics, Boundaries, and Brand Voice Part 7: Final Creative Challenge + Wrap-up

2026

NEW PROGRAMS

The Development **Path for high potential employees Program**

Objectives:

- 1- Developing the psychology of Mindset
- 2- Change management
- 3- Business Acumen
- 4- Data-Driven Decision Making
- 5- Strategic Thinking
- 6- Analytical Thinking & Data Visualization
- 7- Strategic Thinking & Planning



2026

NEW PROGRAMS

Sales Force Transformation Program

The program is structured around five tightly sequenced phases, each linked to measurable deliverables and business outcomes.

Success will be reflected in

improved sales performance.
Reduced turnover.
faster onboarding.
higher engagement.

lasting shift toward a high-performance, tech-enabled sales culture



2026**NEW
PROGRAMS**

Think Like Investors:
Designing a Multi-Sector Future

Program Objectives:

- 1- Comprehend Why e& is Building a Multi-Sector Portfolio
- 2- Learn Funding Stages: From Incubator to Initial Public Offering (IPO)
- 3- Know the different types of diligence
- 4- Understand Valuation: Before and After the Deal
- 5- Learn how to Compose Smart Long-Term Business Plans.
- 6- know how to Build and Apply Smart Long-Term Business Plans
- 7- Comprehend merger or acquisition (M&A) process, types and phases

2026**NEW
PROGRAMS****Essential Skills For HR Professionals Program -
Skills directly related to executing HR responsibilities**

1. This program is designed for fresh HR graduates to develop and demonstrate the core functional HR skills and behavioral/ethical competencies needed to succeed as HR Officers. It will be delivered online through interactive sessions, case-based learning, and structured assessments.
2. At the end of the program, participants will be evaluated through continuous assessments and a final exam.

2026**NEW
PROGRAMS**

Essential Skills For **HR Professionals Program** -
Skills directly related to executing **HR responsibilities**

The goal is to identify candidates who will be recommended for HR Officer /specialist position.


- 1. Total Duration: 24 hours (online, modular format)**
- 2. Delivery: Virtual workshops, discussions, quizzes, and scenario-based exercises**
- 3. Assessments:**

- Pre-topic assessments measure baseline knowledge
- Post-topic assessments measure learning outcomes
- Final exam multiple choice + scenario-based questions

2026

NEW PROGRAMS

- 11- The Art of Giving Feedback
- 12- Handling Technical Compliances (per industry)
- 13- Developing a good business case -Adv. Communications strategies
- 14- Strategic partnership & collaboration
- 15- Creating a positive workspace culture
- 16- Go to market -sales& distribution approach
- 17- Go to market -marketing & brand -launch approach
- 18- Unique selling
- 19- SPEAK WITH CONFIDENCE- story telling approach presentation with confidence
- 20- Essentials for the internal communication & employer branding team
- 21- Digital Customer Care:
- 22- Customer Care -call center agents
- 23- Essential skills for handling Generation Z
- 24- Employee's healing sessions.
- 25- Managing generation Z

 **VISIT US :**
6 El Reef El Sewedy, Sheikh Zayed
city, 6th of October, Giza, Egypt

 **CALL US :**
+20-2-6932721

 **WEBSITE :**
www.edgeegypt.com

 **EMAIL US :**
info@edgeegypt.com

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