

A BROCHURE FOR LEADERS



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CONSULTING LIMITED

# 2026 LOCAL GLOBAL BROCHURE

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**BROCHURE**

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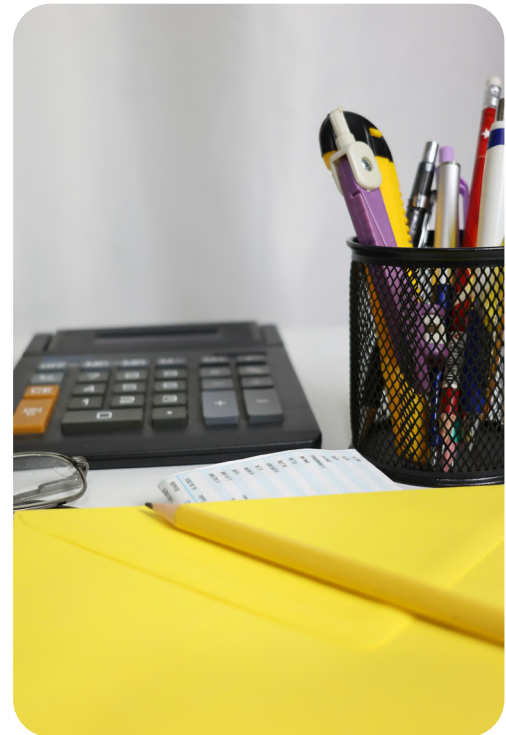
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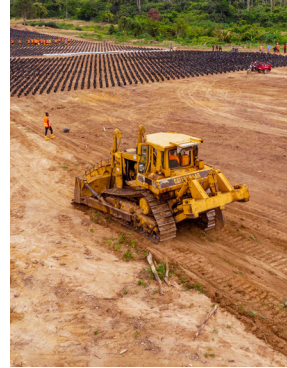
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# Public Sector Management And Public Affairs

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# Critical Thinking & Problem Solving For Public Service Leaders

## Course Overview

Critical thinking is the ability to think clearly and rationally, using information to solve problems in our teams and organizations. It is an essential business skills that allows us to think outside the box, spot consequences and inconsistencies, construct and evaluate arguments, identify relevant ideas and systematically solve problems.

This training seminar enables delegates to apply the skills of critical thinking and problem solving in the global knowledge economy so that they can deal with change quickly and effectively. They will return to their organizations able to analyze information from diverse sources to solve problems.

This training course will highlight:

- Strategies for applying critical thinking in teams and organizations
- Solving problems using the range of techniques available
- Understanding personal preferences and adapting them to situations and other people
- Practical applications of critical thinking and problem solving tools in the workplace
- Developing critical thinking and problem solving skills within teams and business units

## Expected Outcomes

During this training course, participants will develop the following competencies:

- Recognizing when to use critical thinking in business situations
- Thinking clearly and solving problems rationally
- Analyzing information from diverse sources in solving problems
- Developing, evaluating and selecting new ideas
- Critical self-reflection and self-evaluation for justifying decisions

## Expected Delegates

This training programme is designed for leaders in public service organizations who are involved in decision making or lead teams of decision makers, including:

- Senior Management Team Members
- Programme Directors and Project Managers
- Heads of Functional Units in HR, IT, Finance and Strategy
- Heads of Customer Service, Marketing and Sales Teams
- People with Leadership Potential who are preparing for their next role

# Internal Audit, Compliance And Anti-Money Laundering & Combating Terrorism Finance

## Course Overview

This innovative training program aims at realizing and improving the roles of Risk Management, Audit and Compliance & Anti-Money Laundering/Combating Terrorism Finance functions within the Corporate Governance parameters in order to achieve cooperation among these functions and improve their process and harmony.

Take the guesswork out of your decision making; deliver a better bottom line. Increase your credibility, satisfy your drive to be the best, and become the hero in your organization.

This training course will highlight:

- Improved Alignment to Mission, Vision and Values of the Organization
- Increased Decision-making Agility
- Increased Accountability for Key Objectives, Risks, and Initiatives
- Corporate Governance, what is it exactly?
- The Risk, Compliance & Internal Audit Triangle
- Risk Catalog & Risk Taxonomies
- The Evolution of Internal Auditing towards Risk-based Internal Auditing
- Risk-based Compliance

## Expected Outcomes

This training course will enable the attendees to comprehend and foster their risk management, compliance and audit skills and knowledge, assimilating the fundamentals of the new risk-based audit & risk-based compliance methodology so that they can carry out their related assignments and report it in a highly professional manner.

At the end of this training seminar, you will learn to:

- Validate your knowledge of CG capabilities, and showcase your expertise in planning, assessing, and improving CG to achieve Principled Performance
- Comprehend the core principles and practices of CG
- Understand organizational risk, risk appetite and risk tolerance
- Acquire the ability to link internal audit planning to organizational risk considerations, international frameworks and Standards to provide an organizational specific risk focused internal audit plan
- Gain improved ability to evaluate risk, incorporate risk attributes into the internal audit and compliance programs
- Learn how effective CG implementation enables the assessment, monitoring and reporting of governance risks in support of decision making, business performance, and adherence to regulations, policies and mandates
- Gain a comprehensive and effective culture of Compliance and ERM
- Learn Designing and Implementing an Effective AML and CTF Program

## Expected Delegates

This comprehensive training program is very useful for Managers in all diversified lines of business which are planning to apply proper corporate governance practice within their culture and operations, such as Banks and Financial organizations and private & government entities.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Officers involved in the process of Risk Management
- Compliance Officers
- Officers involved in the process of Anti-Money Laundering
- Officers involved in the process of Combating Terrorism Finance
- Auditors and Internal Control Managers
- Officers involved in the process of Corporate Governance



# Critical and Strategic Thinking

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# Long-Term Vision And Goal Alignment

## Course Overview

A long-term vision and goal alignment course is designed to provide individuals and organizations with the principles, tools, and strategies needed to define an inspiring future and connect daily actions to its achievement. The course emphasizes transforming broad aspirations into concrete, actionable steps to ensure sustained success and reduce wasted effort. This course also covers how to set and manage goals that are in sync with personal or organizational objectives, using frameworks like SMART goals or OKRs. These courses emphasize developing a clear vision, creating actionable plans, tracking progress, and ensuring effective communication to improve productivity and success rates. The content includes practical tools and strategies for overcoming challenges and maintaining momentum.

This long-term vision and goal alignment course will highlight:

- Vision and mission clarification
- Strategic goal setting
- Balancing short-term wins and long-term vision
- Stakeholder alignment
- Effective communication
- Resource allocation
- Strategic planning and action plans
- Continuous evaluation and adaptation
- Fostering a strategic mindset
- Leadership and team empowerment

## Expected Outcomes

Upon completion of the course, participants should be able to:

- Articulate a clear and inspiring long-term vision.
- Set effective, well-defined, and achievable goals using established frameworks like SMART.
- Ensure that daily activities and short-term objectives are directly connected to the long-term vision.
- Develop a strategic action plan for execution and implementation.
- Strengthen their ability to lead with purpose and make more intentional, value-aligned decisions.
- Improve resilience and adaptability when faced with challenges or changes.
- Improve time management and goal setting skills
- Solve procrastination and productivity inefficiencies
- Feel more fulfilled with their work as they progress towards successful milestones
- Get a greater understanding of how their role ties into the larger company vision
- Increase engagement from their team, leading to a more fulfilling work environment
- Work on continued personal development within their role
- Improve in delegation skills, task setting and organizational strategies

## Expected Delegates

This course is ideally aimed at anyone within a middle management or management function. This course could also be of benefit to:

- Team Leaders
- Department Heads
- Supervisors
- Senior employees looking for improvements in their own productivity
- Founders and entrepreneurs looking to boost their small business
- Professionals looking to advance their careers
- Managers and employees who want to align their work with company objectives.
- Professionals from any industry who want to strengthen their goal-setting and tracking abilities.



# Risk And Opportunity Assessment

## Course Overview

This risk and opportunity assessment course covers the process of identifying, analyzing, and responding to both potential negative risks and positive opportunities. The curriculum typically includes fundamental risk management principles, risk and opportunity identification techniques, and methods for assessing and prioritizing potential impacts. Courses aim to teach participants how to create plans for prevention, response, and exploitation to help achieve objectives more successfully and improve decision-making.

This training course will highlight:

- Learning to spot potential dangers in the workplace and understand what they are.
- Assessing the likelihood and severity of harm from identified hazards, often using tools like a risk matrix.
- Developing and implementing strategies to eliminate or reduce risks to an acceptable level.
- Understanding the legal requirements and duties of employers and employees regarding risk assessment and workplace safety.
- Analyzing and developing commercially viable business models that can transform an idea into a value-creating venture.
- The need to differentiate between a good and bad strategy, and to create plans that effectively achieve goals.

## Expected Outcomes

At the end of this training seminar, participants will:

- Gain enhanced strategic decision-making skills
- Be provided with a solid foundation with strategic choices
- Become more resilient and adaptable to change.
- Gain improved governance and compliance skills
- Enhanced organizational resilience
- Have increased stakeholder communication skills
- Be provided with a structured framework for identifying and evaluating potential business ideas, products, or investments
- Be equipped with the analytical and strategic skills needed to make informed decisions and minimize risk.
- Have increased influence and credibility

## Expected Delegates

- Aspiring entrepreneurs who need to identify and evaluate viable business ideas.
- Product managers responsible for discovering and prioritizing new product features and innovations.
- Business analysts and managers who need to make strategic decisions and drive organizational change.
- Project managers responsible for vetting potential new projects for their organization.

# Effective Decision Making

## Course Overview

In our everyday lives, we are constantly called on to make decisions, some whose outcomes are relatively inconsequential, and others that could have a significant impact on our lives and the lives of others. Because of this, effective decision making is fundamental to a leader's role. Rarely do organizational leaders make decisions in an environment of certainty or in a vacuum. Rather, internal and external factors are constantly in play, adding to the complexity of the decision-making process.

This course will therefore, cover the core process of making informed choices, including identifying problems, gathering information, analyzing options, and evaluating outcomes. Courses often focus on developing skills like critical thinking and problem-solving, understanding common biases, and applying various decision-making models and strategies in both personal and professional contexts. The goal is to build confidence and competence in making sound, effective decisions in real-world scenarios.

This course will highlight the following:

- Understanding the decision-making process
- Developing core skills
- Learning models and frameworks
- Identifying and mitigating biases
- Applying strategies to real-world situations
- Focusing on personal and professional growth
- Ethical and transparent decision making

## Expected Outcomes

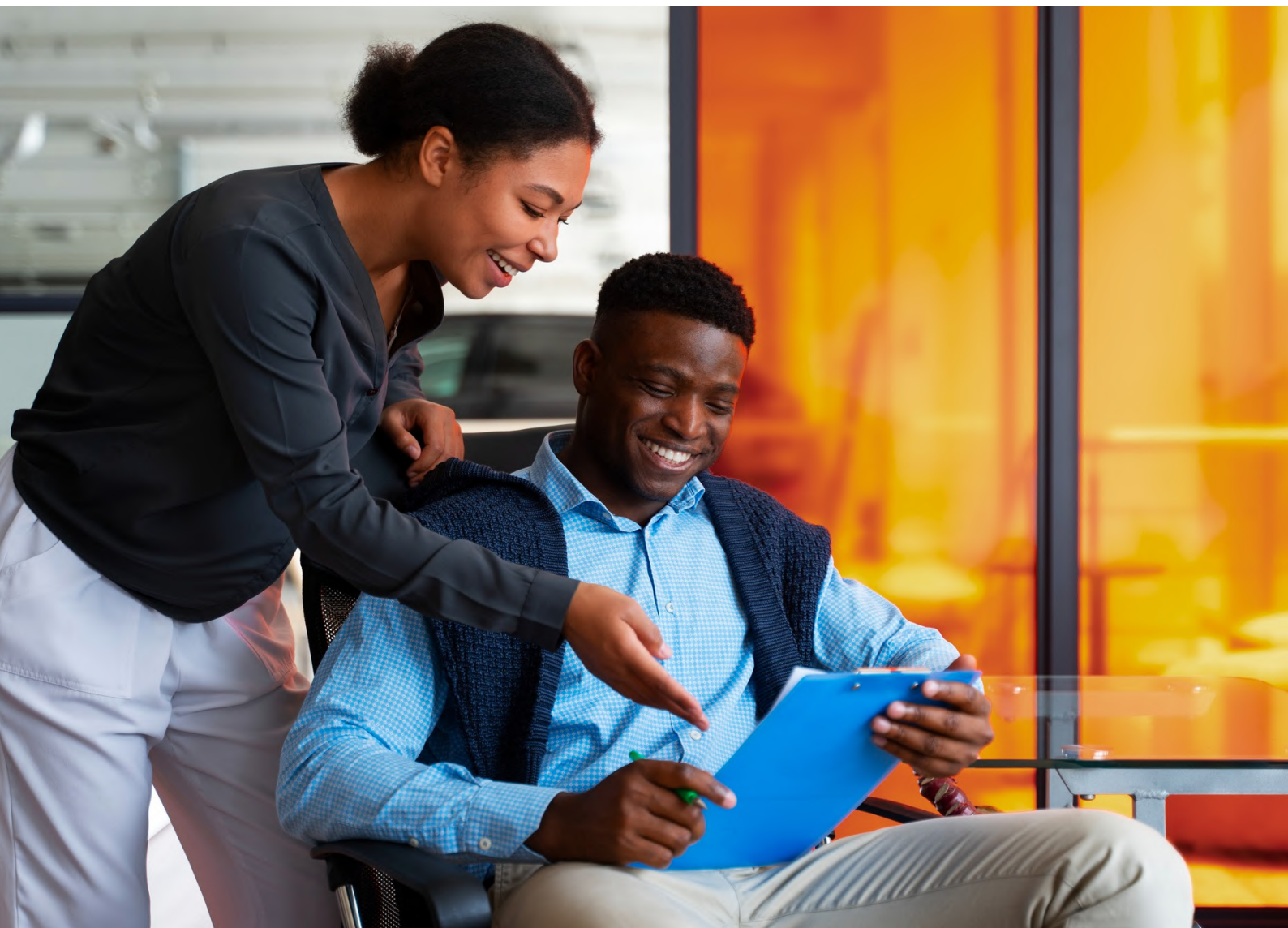
At the end of this training course, participants will benefit in the following ways:

- Employees who participate in decisions feel valued and respected. This fosters a sense of ownership over outcomes and increases their motivation and morale.
- When employees have a hand in shaping new initiatives, they are more likely to support and implement them, leading to smoother transitions.
- Incorporating diverse employee perspectives, expertise, and ideas results in more comprehensive and innovative solutions than those generated from a top-down approach.
- Being involved in decisions that affect their work gives employees greater autonomy and reduces job-related stress and anxiety.
- A participative environment builds trust between management and employees, who feel safe to express their opinions without fear of negative consequences.
- The decision-making process helps employees acquire new skills, preparing them for future responsibilities.

## Expected Delegates

Participants who should attend this training generally include a wide range of professionals from entry-level to senior leadership. The target audience varies depending on the specific focus of the course, such as delegation, strategic planning, or crisis management. They are:

- Managers and department heads
- Project and program managers
- Supervisors and team leaders
- Aspiring managers
- Business Analysts
- HR professionals
- Team members and front-line employees
- Cross-functional facilitators



# Environmental Scanning And Trend Analysis

## Course Overview

This training course teaches how to systematically gather and analyze information about an organization's internal and external environments to identify opportunities and threats. The curriculum covers key areas such as economic, political, social, and technological trends (often as a PESTEL analysis), competitive dynamics, and the internal capabilities of the organization. Students learn methods for interpreting this data to inform strategic planning and decision-making. It provides professionals with the skills to identify, interpret, and use emerging trends to inform strategy and decision-making. Courses teach participants to move beyond reactive planning by using foresight methods to create robust, future-ready strategies.

The course will highlight the following:

- Understand the fundamental principles of strategic foresight, environmental scanning, and futures thinking.
- Master techniques for systematically monitoring the operational landscape for emerging issues and changes.
- Differentiate between "noise" and meaningful "signals" of change within data.
- Apply analytical frameworks like PESTLE and SWOT to evaluate macro-environmental factors and competitive landscapes.
- Utilize scenario planning and forecasting to anticipate future developments and test current strategies.
- Integrate foresight and trend analysis into existing strategic planning and innovation processes.
- Communicate findings effectively to stakeholders to drive strategic conversations and decision-making.



## Expected Outcomes

Upon completion of the course, participants will be able to do the following:

- Participants will learn various methods for collecting information about events, trends, and issues in the environment, ranging from systematic and continuous scanning to informal and ad-hoc approaches.
- The course teaches the use of established analytical tools to interpret gathered information, including: PEST/PESTLE analysis, SWOT analysis and Porter's Five Forces.
- Participants will develop the ability to distinguish between fads and significant, long-term trends and interpret their potential impact.
- Using trend analysis, learners will be able to develop plausible scenarios and forecasts for how the environment might change, which is crucial for proactive planning.
- The course sharpens the ability to identify potential threats to an organization (e.g., new competitors, regulatory changes) and emerging opportunities (e.g., new markets, technological advancements).
- Participants will learn how to synthesize complex environmental data into clear, actionable insights and present them to decision-makers.
- A core outcome is understanding how to integrate environmental scanning results directly into the strategic planning process to inform and shape an organization's future direction.

## Expected Delegates

These courses are designed for a wide range of professionals, including:

- C-suite executives and senior leaders
- Strategic planners and business analysts
- Innovation and R&D managers
- Product and marketing managers
- Consultants and policymakers
- Entrepreneurs and business owners

# Complex Problem Solving

## Course Overview

A complex problem-solving course typically provides a framework for systematically identifying, analyzing, and resolving multifaceted problems with multiple causes and stakeholders. It focuses on developing skills like critical thinking, creativity, and data analysis, and teaches participants to define problems clearly, frame them effectively, and develop sustainable solutions through structured processes. Courses often cover techniques such as identifying root causes, stakeholder engagement, creative thinking, and using tools like strategic frameworks to avoid cognitive biases in decision-making.

Highlights of the training course are:

- Deconstructing problems to understand root causes, even when they are not immediately obvious.
- Using divergent thinking and innovative approaches to generate a range of possible solutions.
- Learning to assess options, evaluate trade-offs, and make informed choices based on data and defined criteria.
- Identifying and involving the right people to get necessary input and buy-in for solutions.
- Learning to write clear problem statements and frame issues from multiple angles to ensure the right problem is being solved.

## Expected Outcomes

Upon the completion of this training course, participants will learn the following:

- To analyze situations, identify root causes, and evaluate problems from multiple perspectives.
- That this course fosters creativity to develop innovative solutions and new ideas.
- To improve their ability to make informed, logical, and timely decisions, even under pressure.
- The ability to work effectively with others is enhanced, leading to better teamwork and stronger relationships.
- That successfully solving complex problems builds confidence in their ability to handle future challenges.
- Enhanced skills lead to better performance and productivity in the workplace.
- Becoming more resilient and better equipped to thrive in dynamic and challenging environments.
- That these skills are highly valued by employers, potentially leading to greater opportunities and a competitive edge.
- By tackling complex problems more effectively, individuals and teams can drive innovation, improve processes, and boost overall business performance.
- Collaboration skills that will help teams work together more effectively to minimize gaps and achieve unified goals.
- To diagnose systemic issues to achieve sustained improvements and boost operational effectiveness.

### Expected Delegates

- Leaders and managers who need to tackle strategic and organizational challenges.
- Team members who want to improve their ability to solve tough problems and drive positive change.
- Professionals who want to enhance their problem-solving and decision-making skills for career advancement.
- Anyone who feels stuck on a problem and needs new perspectives or tools to move forward.



# Purchasing, Logistics And Supply Chain Management

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# Effective Purchasing And Contract Negotiation Strategies

## Course Overview

This training seminar challenges the belief that anyone can purchase well, and within that belief everyone can negotiate effectively. Neither of these beliefs is true. Organizations large and small waste their energy and profit in this belief. This training seminar could prevent your organization losing significant sums of money as it firstly establishes a solid understanding of the benefits good purchasing offers and how to create a function capable of delivering those benefits through organizational excellence.

The second fundamental to achieving success is the ability to negotiate, not only with the marketplace but with internal departments e.g., Engineering, Production, Finance, and Safety functions. Unfortunately such negotiation is often delegated to those least able to deliver an effective outcome. This failure impacts upon the whole organization resulting in reduced profitability and increased business risk, and an increase in personal stress and operational costs.

The delegates are expected to compare their understanding of their capabilities against the key principles that support effective purchasing and to take away concepts and ideas that will benefit both their business and them personally.

This training seminar will highlight:

- The objectives of a well-run purchase process and how to reach your internal customer. Establishing a basic understanding of the process of Negotiation
- Importance of getting the right specification to reduce both cost and risk. Evaluating potential suppliers and managing the supply chain

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Build an efficient and effective purchasing function
- Communicate more effectively inside and outside of the organization
- Understand your personal strengths and weaknesses
- Understand contract needs and eliminate contractual risks
- Plan and deliver a successful negotiation and negotiate with different cultures
- Have confidence in your ability to negotiate at all levels with all organizations

## Expected Delegates

This training seminar benefits those who make policy as well as those whose role is to apply policy. Status/Job title/Role in the Company is irrelevant. It is applicable to those new to the purchasing as well as those experienced in the process.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Those who are new to purchasing
- Those with some years' experience in purchasing but who wish to regenerate their thinking or attitude
- Those at all levels in projects/site contract management/engineering with supply chain involvement
- Those in a Company who influence the selection of materials/services/source of supply
- Any person regardless of background or present role/position who wishes to understand the purchase process



# Effective Purchasing, Tendering & Supplier Selection

## Course Overview

This five day intensive training course is aimed at developing and furthermore strengthening the understanding of the crucial role played by the supplier in delivering customer service excellence through an effective supply chain.

Participants will learn how to evaluate the performance of both potential and current suppliers as well as assessing the factors that comprise an effective tender.

The course will also cover effective negotiations that bring long term value to the organization.

The key highlights of the training course are:

- Planning
- Tendering
- Communication and Negotiation
- Supplier Management
- Measuring Performance

## Expected Outcomes

This training course intends to achieve an improvement of the knowledge and understanding of the delegates; by the end of this seminar you will learn to:

- Identify and reduce procurement risk through development of a plan of action
- Enable improved performance from your existing suppliers through evaluation and performance measurement
- Understand and strengthen your supply chain
- Award contracts on the basis of measured performance/criteria
- Provide a working understanding of the Negotiation process

## Expected Delegates

This training seminar is suitable for:

- Purchasing Professionals
- Those involved in defining the specification and evaluating supplier performance
- Those involved in preparing and analysing bids
- Those with an involvement in supplier relationships
- Those whose role involves negotiation with outside agencies



# Data Management And Analytics

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# Business Performance Management – Control Frameworks And Dashboards

## Course Overview

In today's global markets competition has never been fiercer for both *customers and investors*. Although many organizations invest significant time and effort in strategy development research shows that many fail to achieve the success they hoped for. This is because they have no effective control framework with which to manage strategic execution and lack the right tools with which to communicate measure and manage the most important aspects of organizational performance.

This training seminar will highlight:

- How vision and goals are converted in to winning strategies?
- Effective use of powerful tools to develop key performance measures
- Designing and implementing Business Performance Management (BPM) systems
- Understanding and exploiting Business Intelligence (BI) systems
- Using data analysis and graphical presentation tools
- Designing, building and implementing Excel dashboards

## Expected Outcomes

By the end of this training course, participants will be able to:

- Understand the strategic analysis and development process
- Use powerful strategy maps to identify key performance measures
- Apply key financial measures to manage shareholder value
- Maximise the benefit of BI for data analysis and interpretation
- Design and build effective dashboards in Excel

## Expected Delegates

Business Performance Management and dashboards are at the heart of organizational performance management; managers involved in any part of the Business Performance Management process will benefit from attending this leading-edge seminar.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Divisional Managers
- Planning Managers
- Functional Managers and Team Leaders
- Financial Professionals
- Head Office Reporting Team Members

# Data Analysis Techniques

## Course Overview

Corporate ethos which demands continual improvement in work place efficiencies and reduced operating, maintenance, support service and administration costs means that managers, analysts and their advisors are faced with ever-challenging analytical problems and performance targets. To make decisions which result in improved business performance it is vital to base decision making on appropriate analysis and interpretation of numerical data.

## Expected Outcomes

This Data Analysis Techniques training seminar aims to provide those involved in analysing numerical data with the understanding and practical capabilities needed to convert data into information via appropriate analysis, and then to represent these results in ways that can be readily communicated to others in the organization.

- To provide delegates with both an understanding and practical experience of a range of the more common analytical techniques and representation methods for numerical data
- To give delegates the ability to recognize which types of analysis are best suited to particular types of problems
- To give delegates sufficient background and theoretical knowledge to be able to judge when an applied technique will likely lead to incorrect conclusions
- To provide delegates with a working vocabulary of analytical terms to enable them to converse with people who are experts in the areas of data analysis, statistics and probability, and to be able to read and comprehend common textbooks and journal articles in this field
- To introduce some basic statistical methods and concepts
- To explore the use of Excel 2010 or 2013 for data analysis and the capabilities of the Data

## Expected Delegates

This training seminar has been designed for professionals whose jobs involve in the manipulation, representation, interpretation and/or analysis of data. Familiarity with a PC and in particular with Microsoft Excel (2003, 2007, 2010 or 2013) is assumed.

This training seminar involves extensive computer-based data analysis using Excel 2010 and therefore delegates will be expected to be numerate and to enjoy working with numerical data on a computer.



# Data Collection Techniques

## Course Overview

There is a common saying that your results can only be as good as the data you collect. Companies are relying more and more on analytics and data driven decision management for their planning, forecasting, inventory management, supply chain management and strategy development.

The abundance of data also makes it difficult to make unbiased decisions, complexity of the mathematical models makes the people reluctant to question the decisions and therefore, no matter how the well-intended and robust models we have they are still fully dependent on the quality of data they receive. The data quality depends on the techniques we use to collect this data, and to be able to distinguish different types of data we collect. This training seminar will highlight the common tools and techniques used to collect the data, dispel the myths of data quality and teach the participants how and when to use different techniques, the adequate number of samples they need to collect. Also, the participants will be provided with the samples of data collection plans, as well as the insight into data collection from automated data collection systems as well as modern technologies available for data collection through the use of online monitoring systems.

## Expected Outcomes

The delegates will get the insight into the ways of ensuring the data quality, and understanding the ways to remove or mediate the errors in data collected.

At the end of this training seminar, you will learn to:

- Understand the need for a data collection plan
- Differentiate between the primary and secondary data
- Calculate the adequate number of samples
- Define and apply the data quality checklists
- Understand the properties of Big Data
- Recognize the benefits of Real-time data collection methods
- Understand the issues of privacy while conducting a data collection

## Expected Delegates

This training seminar has been designed for professionals whose jobs involve the data gathering, data analysis, decision making, optimization, as well as anyone from the companies which make decisions based on scientific methodology or want to become one.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Operation Managers
- Project Managers
- Financial Managers
- Data Analysis
- Urban Planners
- Transport and Traffic Engineers
- Supply Chain Managers
- Risk Managers
- Plant Managers
- Production Planners
- And everyone else who wants to learn how to gather high quality data

# Data Visualization

## Course Overview

Picture is worth a thousand words is a common saying. It is focused on the idea that a complex system can be presented in a single still image which can be understood and apprehended by everyone. The force of the data is presented through the means of its visualization, and the visualization represents the medium, a way to explore, present and express meaning of data. This training course will teach the participants ways to effectively visualize the data, using different tools and techniques. Using Excel and PowerPoint will be the basis of this training course, but the use of other software will also be discussed in depth through the training. The participants will learn how to incorporate statistics, design and aesthetics of both the data and the final visualization. This training course starts with the basic graphs and charts and evolves through dashboards, Infographics and multimedia presentations. The true power of visual presentation of the data will be explored through the examples from different industries, from production, through marketing to graphic design and multimedia.

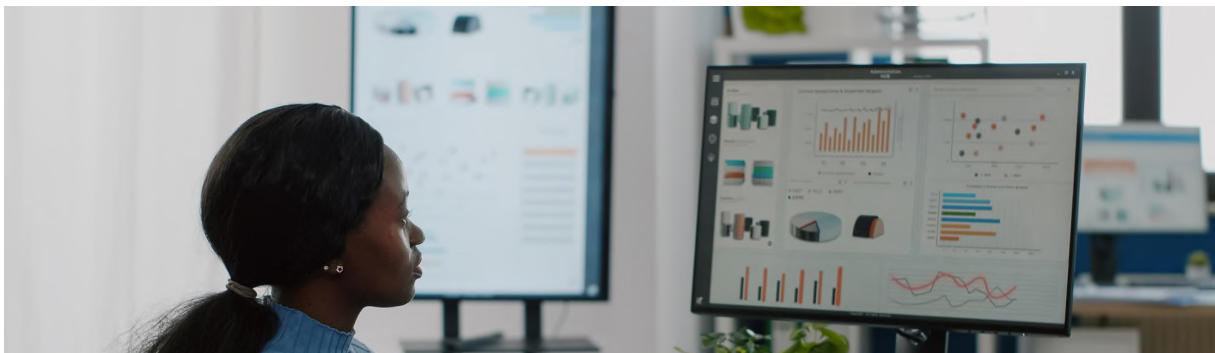
## Expected Outcomes

The objective of this training course is to prepare participants for the use of powerful mediums of visualization to identify trends, patterns and other hidden elements of the data they are working with.

Further, the course aims at enhancing the knowledge of the delegates in the proper process of creating the visual presentation of their data. The differences between good and bad designs will be highlighted, as well as the steps in adequate visualization of the data.

At the end of this training seminar, you will learn to:

- Select the story for your visual presentation
- Understand the power of the visualization as a medium
- Identify the audience for your visual presentation
- Acquire the knowledge to use Excel and PowerPoint as visual presentation tools
- Get the insight into other software for data visualization
- Understand the story in the data
- Present the story you see in the data to the audience



## Expected Delegates

This training seminar has been designed for professionals within marketing, production, business analytics, etc. As most of the people are now required to present their work basically any professional can attend this training.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Consultants
- Marketing Managers
- Operation Managers
- Project Managers
- Financial Managers
- Data Analysis
- Urban Planners
- Transport and Traffic Engineers
- Supply Chain Managers
- Risk Managers
- Plant Managers
- Production Planners



# Corporate Communication

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# Business Fundamentals: Professional Writing & Speaking Skills

## Course Overview

In today's business environment, it is essential that the writing and speaking skills are of the highest professional standard. How well you communicate can make or break your own professional image as well as perceptions of your organization. It directly influences how others view your work and performance, as well as your prospects for career advancement and mobility.

This Business Fundamentals training course has been specifically designed to develop the competency of professionals to equip them with the necessary skills and confidence to achieve excellence in spoken and written communication. The course includes a wealth of practical guidance on improving the effectiveness of various forms of spoken and written communication. If you want your reports, memos, letters and e-mails to be read with interest and acted upon and if you want to be able to present your ideas with impact and effectiveness, this is the right training course for you.

This training seminar will highlight:

- The importance of professional levels of written and spoken English
- Proven ways to improve the effectiveness of various forms of written communication
- Power language to improve influence and impact
- Presentation skills to persuade even the most hostile audience
- How to convey a credible message and create concise messages using a structured process

## Expected Outcomes

By the end of this training seminar, you will be able to:

- Meet the needs of your readers / audiences, by helping them achieve their own objectives
- Listen more intently and deeply to understand others and their needs and requirements
- Write clearer, more effective and professional e-mails, letters and reports
- Speak in front of a group with greater confidence
- Build rapport with your audiences and clients
- Confidently use the right techniques, tools and skills for a wide variety of communication challenges

## Expected Delegates

This training course aims to take participants' written and oral skills to higher levels. It is for a wide range of professionals whose work requires them to communicate with others:

- New & Experienced Supervisors
- Team Leaders & Line Managers
- Specialists
- Marketing, HR and PR Professionals

# Corporate Communications Redefined: The Dance Between Corporate And Strategic Communications

## Course Overview

This Corporate Communications Redefined is designed help practitioners align communications strategy to organizational imperatives and move from focussing on tactics to developing and implementation communications strategy. It will take the practitioner along the journey from research and planning to programme implementation while recognizing the importance of corporate communications in delivering on corporate objectives.

Additionally, it will demonstrate the importance of Measurement and Evaluation as key starting points for maximizing both strategies and tactics in corporate communications.

This training seminar will focus attention on:

- Aligning Communications and Organizational Goals
- Identifying and Strengthening Internal Gaps
- Implementation Strategy
- Measurement and Evaluation
- Designing the Next Iteration

## Expected Outcomes

The objectives of this training programme are:

- To sharpen the focus on Strategic Communications as a corporate enabler
- To refine the organization's Measurement and Evaluation Strategy
- To help participants tweak their "Big Picture" strategies.
- To provide an opportunity for skills upgrade where necessary
- To help participants re-position their Future Strategy and Implementation
- Recreate or Create your Communications Plan to focus on Strategic Communication
- Develop strategies which include a measurement and evaluation as key deliverables
- Align communications with the strategic priorities of the organization
- Review the latest thinking on Strategic Communications

## Expected Delegates:

This training course is suitable to a focused group of communicators in the corporate communications industry and participation is encouraged from:

- Public Relations Officers & or Team Leads / Managers
- Corporate Communications Practitioners & or Team Leads / Managers
- Public Relations / Public Affairs & or Team Leads / Managers
- Marketing Officers & or Team Leads / Managers

# Corporate Social Responsibility: Integrating Sustainability For Future Growth

## Course Overview

This Corporate Social Responsibility (CSR) training seminar provides a way for managers, professional leaders, policy makers, academic professionals and all employees to acquire in-depth insights and critical perspectives on companies' Corporate Responsibility strategies and the knowledge to implement them. Corporate Social Responsibility aims at addressing the impact that organizations have on society, the environment and the economy. It is increasingly regarded as one of the most influential non-financial indicators of a company's development, operating style and brand image. The business case for a tailored corporate social responsibility strategy has already been proven: increase in employee retention, efficiencies in the companies' operations often resulting in higher quality products and/or reduced costs, sustainable growth and enhanced investor relations.

This training seminar on Corporate Social Responsibility will highlight:

- The reasons why every company should integrate CSR into their business operations
- Different approaches to CSR
- How to define and devise a CSR strategy for your company
- Why correctly engaging stakeholders will be key to sustainable growth within a company?
- Upcoming trends and whether or not these can fit into a company's profile

## Expected Outcomes

This Management & Leadership training seminar on Corporate Social Responsibility (CSR) intends to provide its participants with an in-depth knowledge of what CSR is and how to effectively apply it in their company.

At the end of this training seminar, you will learn to:

- Better understand the role of Corporate Social Responsibility in business strategy
- Discuss the different dimensions of Corporate Social Responsibility
- Learn how to analyze and report impact
- Develop meaningful stakeholder engagement techniques
- Devise strategic plans for their companies based on the social, economic and environmental impact of the business

## Expected Delegates

This training seminar is aimed at professionals with a leadership role or who want to be involved in CSR:

- Executives involved in strategic and operational functions
- Senior and Middle Management involved in corporate governance or change management
- HR personnel at all levels
- Corporate lawyers aiming to improve their understanding of the legal requirements and trends relating to corporate responsibility
- All personnel involved in communications, business strategy, supplier and community relations, sustainability, governmental affairs

# Effective Corporate Communication For The Oil And Gas Industries

## Course Overview

This Training seminar “Effective Corporate Communication for the Oil and Gas Industries” encourages managers, communications and marketing professionals to review and refresh their communications practice to be fir for the years ahead. Effective communication is a critical component in the oil and gas industry but is often undervalued by industry leaders. Safety is a major concern with large, potentially hazardous equipment and processes. So maintaining a safe, working is vital.

This is a matter of organizational culture and culture is critically affected by corporate communication. Employee engagement and team ethos are key to resilience and productivity. Our fast-paced course will cover and integrate these themes to help you face the uncertainties of a turbulent future.

This training seminar will highlight:

- The Changing Landscape 10-20 years out
- Stakeholder Mapping and management
- Engaging Your Internal Audience
- Creating Campaigns and Content that Sticks
- Communicating in a Regulated Market

## Expected Outcomes

The objectives of this training programme are:

- To improve understanding of the evolving role of communications in the Oil and Gas industry
- To tailor reputation in line with emerging risks and opportunities
- To help participants seamlessly merge traditional and new media strategies and tactics
- To provide an opportunity update your skills and knowledge
- To help participants tell the story of the Oil and Gas Industry more positively



## Expected Delegates

This training course on Effective Corporate Communication for the Oil and Gas Industries is suitable to a focused group of communicators in the oil and gas industry and participation is encouraged from:

- Public Relations Officers
- Team Leads and Managers
- Corporate Communications Practitioners
- Public Relations / Public Affairs
- Marketing Officers



# Sales And Marketing

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# Customer - Focused Selling Strategies

## Course Overview

Today's rapidly advancing technologies and competitive environment are transforming the business landscape in a way that requires a shift in thinking with respect to traditional sales and marketing methods. Developing strong customer-focused relationships is critically important for promoting sustained revenue growth in a difficult and demanding marketplace. Unfortunately, marketing dollars are wasted if valuable prospects are contacted by salespeople who cannot present themselves, their products, or their organization in a professional manner.

This interactive training seminar is designed to give delegates the communication skills, persuasion strategies, and negotiation techniques they require to overcome objections, close sales, and improve customer service. The emphasis of this training seminar will support delegates in developing the skills and confidence needed to increase sales effectiveness and promote new business opportunities. There is no substitute for a well-trained and highly-motivated sales team!

- Employ effective questioning and listening techniques to uncover customer needs and expectations
- Incorporate nonverbal communication strategies to enhance presentation skills
- Utilize time-proven negotiation techniques and persuasion skills
- Address and resolve customer objections and close the sale
- Develop prospecting skills to target new business opportunities

## Expected Outcomes

By the end of this training seminar, delegates will be able to:

- Create an action plan and prioritize to maximize selling effectiveness
- Use a customer-focused selling approach to close more sales in less time
- Customize your sales presentation to appeal to each of the four customer *"buying styles"*
- Incorporate Social Media marketing best practices to increase sales revenue
- Proactively manage key-account customers to promote additional sales
- Effectively organize their schedule to achieve sales goals and build a pipeline

## Expected Delegates

This training seminar is for anyone who desires to expand their expertise in sales best practices and procedures. Delegates do not require any previous sales experience to benefit from this training. This training seminar is suitable for a wide range of sales professionals, but will greatly benefit:

- Sales and Marketing Managers
- Territory and Key Account Sales Representatives
- Inside and Outside Sales Representatives
- Sales Support Team Members

# Customer Profiling Techniques & Procedures: Maximising Profits By Micro-Targeting Your Service Offerings

## Course Overview

This training seminar is designed to give participants the techniques and procedures they require to gain insight into the behavior of their customers. In any industry, the first step to finding and creating profitable customers is determining what drives profitability. This leads to better prospecting and more successful customer relationship management. Effectively profiling your customers helps define what makes your company unique as compared to other businesses in your industry.

The ability to profile your customers has become an important skill in today's competitive and customer-oriented business environment. Customer profiling will give your organization the ability to better understand your existing customer base and identify potential new business opportunities. Customer profiling, coupled with marketing analytics, provides key customer insight that can help customer service, sales and marketing professionals increase profitability and customer loyalty. In addition, customer profiling information can be pivotal in improving your customer service initiatives. This training course will give you the skills to increased call center efficiency, streamlined the sales and marketing processes, and increased customer service satisfaction.

- Implement innovative customer profiling techniques to drive positive business change
- Use customer profiling information to enhance customer satisfaction and promote loyalty
- Measure and assess the effectiveness of customer service standards
- Use customer segmentation to target and strengthen your sales and marketing initiatives
- Enhance verbal and nonverbal communication effectiveness

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Utilise customer profiling techniques and procedures to identify underdeveloped market segments
- Design effective customer satisfaction surveys
- Employ customer profile information to proactively generate additional sales
- Set SMART goals for continuous improvement
- Work effectively with each of the four customer temperament styles

## Expected Delegates:

This training course is suitable to a wide range of professionals but will greatly benefit:

- Customer Service Professionals
- Team Leaders & Supervisors
- Administrators
- HR & Training Professionals
- Accounts Personnel
- Sales & Marketing Professionals
- Public Relations Personnel

# Fundamentals Of Marketing

## Course Overview

Success in marketing requires understanding a number of fundamental concepts, theories, tools, and techniques. Whether you are new to marketing or need a refresher on the fundamentals, this training course on provides a clear understanding of marketing principles and best practices. Delegates will learn the components of a marketing plan and how to develop a plan based on specific quantifiable organizational objectives. Some of the important topics for this training course include consumer behaviour, market segmentation, target marketing, marketing plans, and social media marketing strategies.

Delegates will walk away from this training course with an understanding of the basics of marketing and how to think, talk, and act like a marketing professional. The objectives of this training course on Fundamentals of Marketing are to demonstrate the role of marketing in the organization and to show how an effective marketing plan creates value for customers. Delegates will learn how to develop, implement, and measure a winning marketing strategy using today's tools and platforms.

This training seminar will highlight skills to:

- Develop a marketing plan utilizing Best Practices to increase Profitability
- Improve the Effectiveness of Marketing Communication Strategies
- Analyze Strategic Marketing Research to Streamline the Marketing Process
- Effectively Integrate Social Media Marketing into Traditional Marketing Plan
- Utilize Marketing to Build Customer Loyalty and Brand Awareness

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Differentiate your organization and brands from your competitors
- Utilize research to measure results of marketing initiatives
- Design, implement and manage an effective marketing plan
- Use the Marketing Mix to increase business opportunities
- Develop marketing strategies to build a competitive market advantage

## Expected Delegates

This course is for anyone who desires to expand their expertise in marketing best practices, policies and procedures. Delegates do not require any previous marketing experience to benefit from this training.

This training course is suitable to a wide range of professionals, but will greatly benefit:

- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers
- Sales Managers
- Brand Managers
- Business Owners

# Market Leadership & Marketing Strategies

## Course Overview

Developing marketing plans and strategies in today's fast-paced business environment is the most challenging it has ever been. There is an increasing choice of interactive devices, platforms and channels that customers use ranging from smartphones and tablets to social networks and search engines. In order to maintain market leadership, organizations have no choice but to innovate rapidly to stay ahead of the competition. However, creating a culture of innovation doesn't come easily. This course is designed to give delegates a clear, in-depth understanding of core marketing concepts, tools, and best practices used by market leaders.

This training course provides delegates a deep dive into the methodology and marketing strategy that will generate market growth and measurable results. A well-developed marketing strategy will help you obtain your business goals and build a strong reputation for your products and services. To be of value, a comprehensive marketing strategy needs to be driven by market research and focus on the product mix in order to achieve maximum, long-term profitability. Delegates will walk away from this training course with market leader skills to create, recommend, and execute marketing plans, programmes, and strategies resulting in increased market share, profitable growth, and expansion of the organization's products and services.

This training seminar will highlight skills to:

- Analyze customer research, market conditions and competitor information
- Develop, plan and implement marketing initiatives
- Evaluate and monitor the effectiveness of integrated marketing campaigns
- Effectively integrate social media marketing into traditional marketing plan
- Utilize marketing to build customer loyalty and brand awareness

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Engage consumers on social media to expand brand awareness
- Evaluate market trends and recommend changes to marketing strategies
- Communicate with target audiences and manage customer relationships
- Integrate the best practices of market leaders
- Expand and develop marketing platforms
- Report on return on investment and key performance metrics

## Expected Delegates

This training course is for anyone who desires to expand their expertise in marketing best practices, policies and procedures. Delegates do not require any previous marketing experience to benefit from this training seminar. This training course is suitable to a wide range of professionals, but will greatly benefit:

- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers
- Sales Managers
- Brand Managers
- Business Owners



# Audit, Compliance And Governance

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# Analytical And Auditing Skills

## Course Overview

Audits inspect internal control systems, ensuring they are sufficiently strong and working properly. An effective audit helps organizations achieve goals and objectives by measuring overall performance and productivity based on transactions and business records. Further, audits reduce risk and protect against fraud. Audits provide investors and shareholders with trusted information concerning financial statements and how well an organization is run.

Audits depend on the collection and analysis of data. Many companies have plenty of data but little information. The ability to analyze data and interpret the findings is a critical skill. It enables us to make correct assertions, based on facts, and helps companies make the right decisions in complex situations. It also provides an audit trail and mitigates risk.

This training course equips trainees with the skills to extract secrets from data against tight deadlines and provides clear and consistent standards for analytical work. This is a highly practical course, with the emphasis on learning by doing rather than “Death by PowerPoint”. Nearly all of the time is spent with delegates working through case studies and exercises.

This training course will highlight:

- Key Analytical Skills
- Quantitative Analysis
- Data Integrity
- Key Auditing Skills
- Reporting

## Expected Outcomes

By the end of this training course, participants will learn to:

- Understand how data analysis can improve decision making
- Cleanse a data set
- Select and apply appropriate analytical methods
- Perform an effective audit
- Prepare succinct reports, including graphs and charts

## Expected Delegates

This training course is aimed at increasing the value of personnel to their organization. Trainees will learn skills to enable them to conduct audits and use data to improve decision making and identify opportunities for improvement.

The training course is suitable to a wide range of professionals but will greatly benefit:

- Engineers
- Design and Production Managers and Specialists
- Business Analysts
- Sales and Marketing Personnel
- Auditors and Quality Assurance Specialists

# Risk Management, Control & Compliance (Corporate Governance): Minimising Risk And Exercising Internal Control

## Course Overview

This training seminar will enable you to deal with one of the most difficult challenges in 21st century management. Evaluating the range of available risk management techniques and choosing the most appropriate action in each case are increasingly significant elements of managerial responsibility in today's business environment. We cannot eliminate risk entirely, but our challenge is to identify the right risk to take and to minimise its potential negative impact. The seminar will show you how to analyze and minimise risk; turn risk into opportunity; and manage uncertainty.

This course is structured around the ISO 31000:2009 framework, principles and processes. It will also demonstrate how to develop internal control mechanisms and explain how to measure risk in terms of probability and potential impact, at the same time as ensuring that the organization complies with increasingly strict international standards of corporate governance.

This training seminar will highlight:

- The knowledge to identify, analyze, evaluate, treat, monitor and control risks
- An overview of leading-edge tools and techniques used in risk management
- Insights into the fundamentals and role of risk management
- Effective risk management procedures based on ISO 31000:2009
- Increasing confidence in managing risk and exercising internal control

## Expected Outcomes

At the end of this training seminar, participants will be able to:

- Understand risk management and its application within an organization
- Identify, evaluate and control risk in strategy and operations of your organization
- Design and implement an effective risk management process
- Ensure that your organization can meet the rising standards of corporate governance
- Communicate the characteristics of effective risk management to your teams

## Expected Delegates:

This training seminar is potentially of great value to a wide range of managers who are responsible for evaluating issues that affect decisions on risk and the challenges of keeping control of increasingly complex businesses.

The following would benefit from this training:

- Strategic and Operational Planners
- Financial Managers
- Human Resource Specialists
- Systems and Process Design Specialists
- Marketing and Commercial Managers

# Value For Money Audit

## Course Overview

This training course is designed to assist the auditor in assessing whether an organization operates in a cost conscious, efficient and effective manner and it will improve the organization's internal audit function. The role of internal audit is to assess the management in achieving the strategic objectives. Though generally Value for Money (VFM) audits are performed more frequently in the public sector, there are an increasing number of private companies carrying out VFM audits. However, few auditors have in-depth experience of Value for Money Auditing.

This unique practice-based training course brings together the common elements of VFM Audit based reviewing into a single source for a reviewer.

## Expected Outcomes

This training course provides a basic overview and in-depth look auditing Joint Interest, Accounting procedures and processes. This training course will provide accountants and other petroleum players with an understanding of the necessary functions and operations for Joint Interest Auditing.

At the end of this training course, you will be able to:

- Conduct a Value for Money (VFM) audit
- Identify key elements of a joint interest audit
- Develop a risk-based approach to audit
- Produce compelling Value for Money (VFM) audit reports
- Understand the best practice in investigate fraud

## Expected Delegates

This training course is open to all and will be useful to all accounting professionals and auditors working within or with joint ventures particularly internal auditors that need to execute Value for Money (VFM) or Performance reviews.

- Auditors/Auditing Managers
- Accounting Executive/Managers
- Financial Reporting Managers
- Financial Executives/Managers/Controllers/Directors
- Budgeting Officers/Executives/Managers
- Cost Controllers, Executive & Managers
- Treasurers/Managers
- Taxation & Reporting Executives/Managers
- JV Executives/Managers/Advisors
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- Business/Investment Analysts & Managers
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# Artificial Intelligence And Digital Literacy

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# Ai Literacy For Non-Tech Professionals

## Course Overview

This course covers how AI is used in everyday life, how to evaluate AI claims, and its potential impact on different industries. It explores AI applications in various domains, including healthcare, finance, and transportation, and discusses the potential benefits and challenges of AI adoption. Learners will develop critical thinking skills to evaluate AI claims and understand the limitations of AI systems.

This course aims to provide a basic understanding of AI for those without a technical background. It is designed for individuals with limited computer experience who are interested in learning about AI and its potential impact on their lives and work. By the end of this course, you will be able to identify AI applications in your daily life, critically evaluate AI claims, and understand the potential impact of AI on your future career prospects.

This training course will highlight:

- Understanding AI's capabilities and limitations
- Evaluating its outputs for accuracy and bias
- Using AI tools responsibly to boost
- Developing data literacy
- Learning to interact with AI tools like generative AI
- Integrating AI ethically into workflows to future-proof a career

## Expected Outcomes

During this training course, participants will develop the following competencies:

- Improved decision-making and strategic thinking
- Enhanced collaboration
- Greater critical evaluation
- Increased career adaptability
- Fostered innovation
- Navigating ethical considerations
- Ability to manage and use AI tools

## Expected Delegates

This training course is designed for:

- Marketing Managers and Specialists
- Sales Consultants
- Customer Support Professionals
- Operations and Supply Chain Managers
- Finance Professionals and Budget Planners
- HR and Talent Management Professionals
- AI Ethicists and Policy Analysts
- Compliance Officers
- Business Analysts

# Advanced Ai For Digital Marketers

## Course Overview

An advanced AI for digital marketers' course overview typically covers using artificial intelligence to enhance strategies in areas like content creation, SEO, and advertising. Participants learn to leverage AI tools for tasks such as personalized messaging, predictive analytics, and automation. The curriculum includes practical application through exercises, case studies, and hands-on projects, often using tools like ChatGPT, Midjourney, and other generative AI platforms.

This training seminar will highlight the following key topics:

- Foundations of AI in marketing
- AI for research and content
- AI across digital channels
- AI for analytics and reporting
- Implementing an AI strategy
- Generative AI for content
- Content and design
- Automation
- Personalization
- Predictive analytics
- SEO and advertising
- Customer engagement

## Expected Outcomes

At the end of this training seminar, participants will be able to do the following:

- Implement AI for hyper-personalization, dynamic audience targeting, and customer segmentation to enhance customer engagement.
- Use AI to forecast trends and customer behavior to refine and improve marketing strategies.
- Automate repetitive tasks, such as campaign testing, copywriting, and lead nurturing, to increase efficiency and focus on strategic work.
- Develop and implement cohesive AI strategies that align with overall business goals, manage AI initiatives, and assess ROI.
- Balance AI-driven automation with the need for human oversight and strategic decision-making.

## Expected Delegates

This course is designed for:

- Chief Marketing Officers (CMOs)
- Vice Presidents of Marketing
- Marketing Directors and Managers
- Heads of Digital Transformation
- Marketing Analysts.
- Data Scientists and Engineers
- Performance Marketers
- Content Marketing Strategists
- Social Media Managers,

# Digital Literacy And Essential Digital Skills

## Course Overview

This training course includes learning how to navigate digital environments, manage files, and use common software, all while understanding online safety and communication. These courses typically start with foundational skills, such as using a mouse and keyboard, and progress to more advanced topics like using the internet, creating and communicating digital content, and identifying misinformation. Participants learn to use devices, manage files, navigate online platforms, identify credible information, and protect personal data. Advanced modules may include digital banking, cloud storage, and using digital tools for business or creative projects. The ultimate goal is to build confidence and competence for both daily life and the modern workplace.

This course will typically cover fundamental computer and internet skills, cyber security, and effective digital communication, aiming to equip individuals for daily life, work, and personal growth.

This training course will highlight:

- Navigating operating systems, using common software, and managing files.
- Searching effectively, evaluating online information, and understanding how digital content is created and shared.
- Digital communication and collaboration which is the use of email, video calls, and other online platforms to connect with others.
- Means to identifying scams, protect personal information, and practice safe browsing habits.
- Structuring for different skill levels, starting with the very basics and progressing to more complex topics.
- Using real-world exercises and applications to build confidence and practical skills.
- Offering self-paced or structured learning options, often with videos, tutorials, and interactive activities.

## Expected Outcomes

After completing this training course, participants will:

- Attain skills to manage files and digital information effectively.
- Understand how to communicate and collaborate online.
- Develop a solid foundation for further digital skill development and new career opportunities.
- Build confidence in using technology for personal and professional tasks.
- Understand how to create and manage digital content, such as documents and social media posts.
- Learn to use digital tools for financial management, such as online banking and budgeting apps.
- Develop skills in responsible digital citizenship, including protecting privacy and digital identity.
- Foster adaptability to new technologies and online environments.
- Gain the ability to confidently use a computer and navigate digital platforms.
- Understand how to connect to the internet, use search engines, and evaluate the credibility of online sources.
- Learn how to create, save, access, and organize digital content and files, often using cloud storage.

## Expected Delegates

Things course is designed for:

- Adult learners and seniors who want to become more comfortable with technology.
- First-time computer users who need to build basic skills.
- Individuals seeking foundational skills before taking more advanced courses.
- Anyone who needs to use digital tools for work, such as those in retail, healthcare, or construction.



# Finance And Budgeting

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# Budget Preparation, Allocation & Cost Control

## Course Overview

This training seminar provides participants with key cost awareness and budgetary skills by combining techniques analysis, problems and examples with real case studies, which is essential in managing and controlling processes/projects in times of increasing global competition where the budgets are inextricably linked with both strategy formulation and cost analysis.

The effective management of budgeting and cost control is crucial for contemporary organizations. Nowadays, if companies want to stay competitive, they are urged to think in terms of process-value added to customers/shareholders. Along this line, budgeting, as well as tracking, controlling & reducing cost represent essential activities to be performed and monitored by organizations as they implement their key processes, activities and operations. In addressing these issues, this training seminar is relevant for those professionals & analysts facing the difficult challenge of improving performance while reducing costs of those processes for which they are accountable.

This training course will feature:

- Identify the role of budgeting within the organization's management system
- Develop proper system of cost analysis for budgeting purposes
- Master the budgeting and financial skills required for better decision-making
- Link strategy to operational plans
- Learn new best practices to manage organizational performance
- Integrate organizational drivers with strategic objectives
- Connect financial and pre-financial drivers

## Expected Outcomes

Participants attending this training course will:

- Successfully build an integrated planning, budgeting and reporting process
- Understand costs behavior more accurately
- Deliver more timely and useful information to decision-makers
- Understand capital budgeting
- Identify & manage key financial indicators for the business
- Be able to use specific cost analysis and performance measurement techniques
- Be able to understand and implement the Balanced Scorecards
- Be able to interpret the financial impact of strategic directions
- Understand the problems of overheads allocation and how Activity-Based Analysis may aid decision-making and pricing strategies
- Select the performance measurement systems that work
- Think proactively beyond budgeting

## Expected Delegates

This course is designed for:

- Those in charge for designing and managing a budgetary system
- The Staff Person who will be responsible for entering data into the budget system or training others how to enter information
- Those who want to gain control of the firm's financial standing and obtain a firm grasp on the numbers side of their job
- Financial Professionals, R&D Professionals, Sales / Marketing Professionals, General Accounting Professionals, Business Unit Professionals
- Anyone who wants to understand the basics of budgeting, costing and performance measurement



# Budget Preparation Skills

## Course Overview

This is a comprehensive training seminar that focuses on the essential skills required to understand the processes of costing and budgeting within organizations. This training seminar is designed to address all the relevant issues concerning cost analysis, budget preparation and performance measurement. This training seminar is a must for all professionals who need to master their budgeting skills by learning how costs behave so that realistic business plans can be produced.

This training course enables participants to:

- Identify the key factors required to understand business processes
- Develop proper system of cost analysis for budgeting purposes
- Master the budgeting and financial skills required for better decision-making
- Identify sources of financial and operational data to support the budgeting process
- Learn new best practices to manage organizational performance

## Expected Outcomes

This course will enable participants to:

- Learn costing and budgeting terminology used in business
- Understand the importance of a well-defined costing and budgeting process
- Determine full costs of outputs for the goods and services provided
- Master traditional techniques and recent best practices
- Link finance and operation for budgeting purposes and strategy execution
- Learn how to build a comprehensive performance measurement system

## Expected Delegates

This course is designed for:

- The staff person who will be responsible for entering data into the budget system or training others how to enter information
- Those who want to gain control of the firm's financial standing and obtain a firm grasp on the numbers side of their job
- Financial professionals, R&D professionals, sales/marketing professionals, general accounting professionals, business unit professionals
- Anyone who wants to understand the basics of budgeting and costing

# Budgeting, Forecasting And The Planning Process: Integrated Approach To Financial Planning

## Course Overview

This leading-edge training seminar provides the theoretical basis and necessary skills to develop world class strategic planning, forecasting and budgeting processes. A strategy is a long-term plan of what an organization is going to do to achieve its overall policy. This training seminar will enable delegates to develop a framework that links strategies to annual budget and targets and aims for world class levels of management and organizational performance.

A budget is a short-term plan of how an organization quantifies the operational activities required to achieve its long-term strategy. This training course will provide delegates with the skills and forecasting techniques to develop a budget as a plan, and use control budgets and analysis of variances to actual to identify areas in which financial performance may be improved.

This training course will highlight:

- Links between Strategic Financial Planning, Forecasting, and Budgeting
- Effective Excel and other Forecasting Techniques to support Financial Planning and Budgeting
- Impacts on Financial Plans of alternative methods of Financing, and Business and Financial risk
- Traditional and Modern Costing Systems that are used in the Budget Process
- Best Practice in Operating Budgeting, Budgetary Control, Capital Investment Budgeting, and Cash Forecasting and Budgeting

## Expected Outcomes

By the end of this training seminar, participants will learn how to:

- Improve their ability to think strategically and participate in the integration of the organization's strategic management and budgeting processes
- Use forecasting techniques most appropriate to their organization's strategic planning and budgeting
- Apply the techniques that relate to the key principles of financial management: shareholder wealth maximisation; cash flow; time value of money; risk
- Appreciate the behavior of costs and identify the costing methods that may best be used in financial planning, budgeting and budgetary control
- Use best practice to develop operating budgets, capital expenditure budgets, and cash flow budgets and forecasts in line with organizational strategic objectives

### Expected Delegates

This training programme is designed to be suitable for anyone involved in budgeting and planning in companies, corporations, and governmental, education, and health service organizations. It is equally valuable for those working in finance and accounting, costing, and treasury departments, and all other financial and non-financial professionals who have budget responsibility or are involved in the planning process, for example:

- Line Managers
- Project Managers
- Professional Advisers and consultants who would like to further develop their strategic thinking and decision-making, and refresh and update their skill-sets relating to planning, forecasting and budgeting, and their linkages



# Corporate Financial Planning, Budgeting & Control: Hedging, Planning And Costing Techniques

## Course Overview

This training seminar is designed to enable delegates to make corporate financial decisions in an increasingly volatile international marketplace in order to increase profitability, maintain liquidity and reduce financial risk. This training seminar module follows the growth of a company from the development of a strategic corporate financial plan, the raising of finance, the preparation and management of budgets to support the plan, the management of financial risk and ultimately the measurement and evaluation of performance.

Corporate planning, budgeting and control are essential for effective management of modern organizations. Effective planning, budgeting and control lead companies to their Mission, Vision and Goals.

This training seminar will highlight:

- Practical nature which will ensure development of transferable skills as well as the knowledge and understanding
- Relevance in today's marketplace with focus on major financial issues
- International outlook, enabling companies/delegates to compete on a global scale and meet international standards
- Breadth and depth of coverage, making the training course suitable for both finance and non-finance personnel
- Supporting materials - delegates will receive a detailed set of handouts, reading, case studies and examples in both hard and soft format which will enable them to review / use the topics covered at a later date

## Expected Outcomes

The objectives of this training course are to provide delegates with the necessary tools and techniques to enable them to:

- Develop effective corporate financial plans aimed at maximising return and minimising risk
- Evaluate the various methods of finance and make successful capital investment decisions
- Prepare, manage and control budgets to support the corporate financial plans
- Identify and manage financial risk effectively
- Measure and manage performance effectively
- Create opportunities for your personal development and increased financial awareness

At the end of this training course, you will learn:

- The Concept of Agency Theory
- Risk Management
- Managing and Controlling Cash Flow
- Time-adjusted Valuation Methods
- Financial Projections
- SWOT Analysis

## Expected Delegates

This training programme is suitable for:

- Non-financial and Financial Personnel
- Managers and those with financial responsibilities
- Financial Decision-makers, whose techniques of decision-making and analysis will be improved through attendance
- Professionals acting upon the financial decisions of others, who will gain an appreciation for decision-making thereby ensuring shared values within the organization
- Analysts whose role involves evaluating and identifying market and competitive trends
- Junior Managers involved in risk managements
- Managers involved in planning and decision-making
- Financial Planner



# Customer Service

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# Beyond Customer Service: Service Quality And Excellence

## Course Overview

This training seminar on Beyond Customer Service is designed to give customer service professionals the communication skills, technology tools, and best practices they require to build strong customer relationships and develop a customer-centric organization. Becoming customer-centric is one of the most important aims of any organization.

Customer centricity refers to the orientation of a company to the needs and behaviors of its customers, rather than internal drivers such as the quest for short-term profit. Customers have high expectations and demand quality customer service from companies they choose to do business with. Providing customer service excellence gives an organization a competitive advantage in the marketplace and is the key factor that keeps customers coming back.

Today, customers have an increasing range of choice: *choice of supplier, choice of channel, choice of products and services*. Their loyalty is determined by the quality of the experience they receive. Delegates will learn effective customer-centric strategies and best practices to provide world-class customer service excellence. Successful organizations understand the importance of developing a customer-centric mindset and deliberately restructure their customer service model to increase customer satisfaction and brand loyalty.

- Develop a strategy to build a more proactive, customer-centric organization
- Analyze and implement the 'best practices' of world-class customer service organizations
- Utilize interpersonal skills as vital tools in the provision of customer service
- Measure and assess how well customer service standards and objectives are being achieved
- Enhanced communication, persuasion, and conflict resolution skills

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Establish the importance of setting and reviewing customer service standards
- Use body language to build trust and rapport face-to-face or over the phone
- Communicate more effectively by utilizing active listening and questioning skills
- Demonstrate how to deal with difficult or demanding customers in a professional manner
- Set SMART objectives and goals to become more productive
- Utilize stress management techniques to increase job satisfaction

## Expected Delegates

This training course is suitable to a wide range of professionals but will greatly benefit:

- Frontline Customer Service Representatives (CSR)
- Team Supervisors
- Department Managers
- Account Managers
- Field Service Representatives
- Brand Managers
- Public Relation Professionals

# Client Management Strategies For Retention & Growth: Communication, Influence, Continuous Improvement And Customer Service

## Course Overview

The rationale for this Client Management Strategies for Retention & Growth training seminar centers on putting the client first in everything you do. In an increasingly competitive world, retaining clients is smart business. It has been estimated that it costs five times more to get a new customer than to retain an existing one. It is essential that you have a client management strategy for retention & growth.

Clients expect their suppliers to become trusted advisers. This training seminar shows how putting the client rather than services first can yield improved results in terms of client retention. It stresses the importance of having highly engaged employees and applying best marketing and business development practices in a highly competitive and dynamic marketplace.

This Customer Service training seminar will also introduce you to our unique 'Client Management Model' which has been designed to suit the specific needs of organizations in the Middle East, Europe and Africa (EMEA).

This training seminar will highlight:

- An Effective Client Management Model
- How to retain clients?
- Steps Necessary to Retain Your Clients
- What to do (and what not to do) when a client leaves?
- Cross-cultural Communication and Why it matters

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Describe the Client Management Model
- Discuss the Reasons for Clients Leaving
- Apply Continual Improvement Strategies to increase Customer Retention
- Differentiate between the Ways to Best Influence Others
- Design a Strategy for Client Retention and Growth

## Expected Delegates

This training seminar is suitable to a wide range of professionals but will greatly benefit:

- Any Manager responsible for Client Management and/or Customer Retention
- Project Managers and Engineers
- Anyone working in Customer Service type roles
- Marketing and Sales Staff
- Internal Consultants (Marketing, Finance, IT, HR, Strategy)
- Senior Managers needed to develop their skills in Client Management and Communication

# Customer Focused Management

## Course Overview

The rise of the Internet, of price-comparison websites, Peer-review websites and especially Social Media has transformed the business environment globally. Traditional points of differentiation have been eroded by search, tap and click. Social Media and peer-review have combined to drive the customer experience as the primary arbiter of strategic differentiation. To win under these new rules, organizations have no choice but to become truly customer focused. A customer-focused organization is grounded in the belief that long-term success depends on a commitment to customer satisfaction throughout the entire organization. This training programme focuses on what it takes to build the culture, the processes and the relationships that will lead to long-term growth and financial sustainability.

Leaders are role models in planning, communication, coaching and employee recognition. Their efforts result in increased employee loyalty, greater innovation and improved customer satisfaction. This Customer Focused Management training course covers customer service management responsibilities, from the most fundamental tasks of hiring, training, coaching and teambuilding to quality assurance and leadership skills. This challenging and highly participative programme will focus on creating and managing effective teams, dealing with difficult customers, understanding behavioural styles and proven leadership strategies.

This training seminar will highlight:

- How to analyze and implement the best practices of top performing customer service providers
- How to utilize proven best practices for measuring and monitoring customer satisfaction
- How to streamline customer interface operations for optimal service levels
- How to successfully utilize interpersonal skills to supervise and motivate employees
- How to empower, motivate and retain frontline personnel
- How to use Social Media to engage with customers and have meaningful, profitable dialogues

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Describe the importance of the leader as a role model for customer service excellence
- Establish the importance of setting and reviewing customer service standards
- Describe techniques to motivate teams and individuals for peak performance
- Develop effective communication strategies to promote team building
- Evaluate surveys to accurately monitor customer satisfaction

## Expected Delegates

This training course is suitable to a wide range of professionals but will greatly benefit:

- Sales Managers
- Customer Service Managers
- Team Supervisors
- Frontline Customer Service Representatives (CSR)
- Account Managers
- Field Service Representatives
- Department Managers
- Marketing Managers

# Customer - Focused Selling Strategies

## Course Overview

Today's rapidly advancing technologies and competitive environment are transforming the business landscape in a way that requires a shift in thinking with respect to traditional sales and marketing methods. Developing strong customer-focused relationships is critically important for promoting sustained revenue growth in a difficult and demanding marketplace. Unfortunately, marketing dollars are wasted if valuable prospects are contacted by salespeople who cannot present themselves, their products, or their organization in a professional manner.

This interactive Customer-Focused Selling Strategies training seminar is designed to give delegates the communication skills, persuasion strategies, and negotiation techniques they require to overcome objections, close sales, and improve customer service. The emphasis of this training seminar will support delegates in developing the skills and confidence needed to increase sales effectiveness and promote new business opportunities. There is no substitute for a well-trained and highly-motivated sales team!

- Employ effective questioning and listening techniques to uncover customer needs and expectations
- Incorporate nonverbal communication strategies to enhance presentation skills
- Utilize time-proven negotiation techniques and persuasion skills
- Address and resolve customer objections and close the sale
- Develop prospecting skills to target new business opportunities

## Expected Outcomes

By the end of this training seminar, delegates will be able to:

- Create an action plan and prioritize to maximize selling effectiveness
- Use a customer-focused selling approach to close more sales in less time
- Customize your sales presentation to appeal to each of the four customer "buying styles"
- Incorporate Social Media marketing best practices to increase sales revenue
- Proactively manage key-account customers to promote additional sales
- Effectively organize their schedule to achieve sales goals and build a pipeline

## Expected Delegates

This Customer-Focused Selling Strategies training seminar is for anyone who desires to expand their expertise in sales best practices and procedures. Delegates do not require any previous sales experience to benefit from this training. Sales & Marketing training seminar is suitable for a wide range of sales professionals, but will greatly benefit:

- Sales and Marketing Managers
- Territory and Key Account Sales Representatives
- Inside and Outside Sales Representatives
- Sales Support Team Members

# Customer Profiling Techniques & Procedures

## Course Overview

This Customer Profiling Techniques & Procedures training seminar is designed to give participants the techniques and procedures they require to gain insight into the behavior of their customers. In any industry, the first step to finding and creating profitable customers is determining what drives profitability. This leads to better prospecting and more successful customer relationship management. Effectively profiling your customers helps define what makes your company unique as compared to other businesses in your industry.

The ability to profile your customers has become an important skill in today's competitive and customer-oriented business environment. Customer profiling will give your organization the ability to better understand your existing customer base and identify potential new business opportunities. Customer profiling, coupled with marketing analytics, provides key customer insight that can help customer service, sales and marketing professionals increase profitability and customer loyalty.

In addition, customer profiling information can be pivotal in improving your customer service initiatives. This Customer Profiling Techniques & Procedures training course will give you the skills to increased call center efficiency, streamlined the sales and marketing processes, and increased customer service satisfaction.

- Implement innovative customer profiling techniques to drive positive business change
- Use customer profiling information to enhance customer satisfaction and promote loyalty
- Measure and assess the effectiveness of customer service standards
- Use customer segmentation to target and strengthen your sales and marketing initiatives
- Enhance verbal and nonverbal communication effectiveness

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Utilise customer profiling techniques and procedures to identify underdeveloped market segments
- Design effective customer satisfaction surveys
- Employ customer profile information to proactively generate additional sales
- Set SMART goals for continuous improvement
- Work effectively with each of the four customer temperament styles

## Expected Delegates

This training course is suitable to a wide range of professionals but will greatly benefit:

- Customer Service Professionals
- Team Leaders & Supervisors
- Administrators
- HR & Training Professionals
- Accounts Personnel
- Sales & Marketing Professionals
- Public Relations Personnel

# Customer Service For The Public Sector

## Course Overview

This Customer Service for the Public Sector training course is designed to give participants the communication skills, negotiation strategies, and public-sector customer service best practices they require to significantly improve customer service while lowering costs and increasing employee satisfaction. Delegates will walk away from this programme with the ability to measure customer satisfaction and apply the design elements necessary to structure their organization in a customer-centric manner to respond effectively as customer service needs and conditions change.

The benefits of a customer-centric strategy aren't limited to private sector businesses. Government agencies at every level can gain by putting the needs and wants of citizens first. Consumer expectations are only increasing as technological advances such as smartphones and apps open new frontiers of convenience, speed, and transparency for private sector customers. At the same time, tightening government budgets are making it difficult for the public sector to deliver services of a similarly high quality. With consumer expectations only increasing, it's perhaps no surprise that interactions with government agencies frustrate and disappoint many people.

This training seminar will highlight:

- Evaluate public sector customer service best practices
- Improve communication effectiveness by developing nonverbal, listening and questioning skills
- Measure and monitor public sector customer service satisfaction
- Enhance persuasion, negotiation, and conflict resolution skills
- Utilize Social Media to increase public sector customer service engagement

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Develop proactive customer service policies and procedures
- Successfully handle working with the four types of customer personalities
- Calm upset or difficult customers over the phone and in person
- Manage your emotions in stressful situations
- Enhance listening and questioning skills to better understand your customer's real needs
- Set SMART goals to continuously improve customer service satisfaction

## Expected Delegates

Specifically designed for public services and government agencies training, this course uses real-world examples to train public employees how to increase customer satisfaction.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Service Personnel at all levels of federal, state and local government agencies
- Public Sector Employees
- Department Managers and Customer Service Supervisors
- Nonprofit Organization Employees
- Public Transportation and utilities employees

# Customer Centricity

## Course Overview

Customer centricity is a business philosophy and approach that places the customer at the center of all decision-making processes and strategies. In today's competitive landscape, organizations prioritizing customer centricity gain a significant advantage by fostering customer loyalty, driving growth, and outperforming their competitors. This course covers how to shift a company's focus from internal drivers to a customer-first philosophy, emphasizing skills like active listening, problem-solving, and empathy. It includes modules on understanding customer needs through tools like customer journey mapping, delivering exceptional service at every touch point, and building a company-wide culture where every employee contributes to customer satisfaction to improve retention and loyalty. Practical exercises, such as handling difficult customers and using real-world scenarios, help participants apply these strategies.

This training course will highlight:

- Techniques to create customer personas, map the customer journey, and identify customer pain points and needs.
- Principles for creating a smooth, seamless, and positive customer experience across all touch points.
- Strategies for shifting the company culture to be more responsive and empathetic, including aligning employee goals and governance with customer success.
- How to train, motivate, and empower employees with the autonomy, tools, and resources to serve customers effectively.
- The role of leadership in championing a customer-centric culture, building brand loyalty, and using customer feedback to drive continuous improvement and innovation.
- Developing metrics and feedback loops to measure the effectiveness of customer-centric initiatives and fuel ongoing improvement.
- Strategies for active listening, using feedback effectively, and communicating clearly with both customers and internal teams.

## Expected Outcomes

Upon the completion of this training course, participants will:

- Develop better communication and interpersonal skills
- Learn to deal with customers in a decisive manner which will in turn help them to timely achieve their sales target
- Discover ways to handle work related stress in a professional manner
- Develop a dynamic skill set that will help to stand out among peers
- Learn to inculcate within self a positive approach to deal with customers and not let customer's anger affect them personally



## Expected Delegates

This training programme is meant for:

- Marketing professionals
- Sales professionals
- Customer support staff
- Customer relationship managers
- General managers
- Budding entrepreneurs and new business owners



# Strategy And Strategic Planning

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# Strategic Management In The Oil And Gas Business: Sustaining High Performance In A Rapidly Changing Market

## Course Overview

This training seminar in Strategic Management in the Oil and Gas Business will address the critical management issues in oil and gas business that will affect future profitability and growth within a rapidly changing global energy market. It will enable managers in this business to achieve and sustain superior personal and team performance.

The structure of the oil and gas industries is going through a period of significant change. The outlook for oil and gas prices is problematic and subject to pressures from alternative energy sources. At the same time the growth in global demand is coming from newly industrializing markets rather than the more mature economic zones. This has major implications for upstream and downstream operations and for the type and level of investment that will be required over the medium term.

These developments also have a direct impact on the closely linked petrochemical business. In summary, the oil and gas business will require a very different strategic approach in the future within a fundamentally changed economic, market and business environment. This training seminar in Strategic Management in the Oil and Gas Business aims to enable you to design and manage the new approach.

This training seminar will highlight:

- The changing structure and dynamics of the global oil and gas business
- Creating and implementing a robust business strategy
- Aligning and linking strategic and operational management
- How to implement strategic plans effectively
- Achieving strategic change in your organization

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Analyze where the best opportunities will be found in the future
- Develop a highly focused strategy to take the best opportunities
- Concentrate resources and actions to sustain competitiveness
- Manage the key processes of strategic change
- Create and manage an effective team to take the new strategy forward

## Expected Delegates

This training course is designed for experienced professionals in the oil and gas industry who wish to gain a broader appreciation of the dynamics of strategic management and develop their personal contribution in creating the future for their organization.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Specialists in marketing and business development
- Managers / Leaders in finance and accounting
- Specialists in upstream and downstream operations management
- Scientists in research and development
- Human Resource and Organization Development Managers

# HR As A Strategic Partner

## Course Overview

Organizations that are successful at strategy have mastered certain skills and all of them relate directly to the competencies and responsibilities of human resources. As a result, human resources must be aware of what value it creates, how it creates value and what interests affect and are affected by HR activities.

Since HR has a unique cross-functional and global perspective of the organization's most critical asset—the knowledge, skills and abilities of its workforce—HR leaders can create value by consulting and advising on aligning workforce assets with strategic demands. HR can also apply value chain analysis to its own business, identifying cost centers, its core competencies and activities that may be candidates for outsourcing.

This training seminar on HR as a Strategic Partner will focus on why HR should become a strategic partner, how HR can become a strategic partner and, more importantly, how do we change the HR function to better support the business objectives and become a true “business partner”.

This training seminar will highlight:

- The argument for strategic partnering; scanning the environment, identifying the challenges, focusing on continuous improvement
- How to prepare the current workforce for the future of work and identify the workers of the future
- Identifying which HR strategic activities help move the organization toward its strategic goals
- How to identify and focus on core competencies in order to direct efforts where they will have the best impact
- Systems thinking and making changes in one area to achieve strategic goals

## Expected Outcomes

It is not enough to call ourselves a strategic partner. To be a strategic partner, we must focus on outcomes. In addition, HR must be credible to the business. Credibility requires different competencies and this training course will focus on those competencies.

At the end of this training seminar, participants will understand how to:

- Improve the strategic relationship between effective HRM and core business functions
- Better apply information with which to contribute to the organization's strategic plan
- Design strategies to ensure a strong customer service culture in the HR function
- Develop visions for critical solutions to organizational human capital challenges
- Make better decisions with confidence based on analysis of available information to drive business success
- Create a strategy to develop a culture that fosters efficient and effective interactions and decision making



### Expected Delegates

This training course is suitable to a wide range of professionals but will greatly benefit:

- HR Managers
- Directors
- Line Managers
- Anyone who is associated with strategic planning



# Leading For Strategic Success: Learn How To Develop Successful Leadership Strategies

## Course Overview

Managers face many challenges caused by the relentless pace of change, whether it's new business models or the latest technical innovation threatening to disrupt a traditional industry. Too often, these changes are seen as threats, but with the right analysis tools, an ability to think strategically and an understanding of how to communicate and implement the necessary organizational change, the best organizations are able to seize the opportunities in each situation. Many organizations don't have the ability to adapt their strategy quickly enough to respond to, or anticipate the effects of strategic change.

This Management & Leadership training seminar on Leading for Strategic Success shows you how to fix this by ensuring your leadership has real impact. You will develop a deeper appreciation of your prime leadership responsibility to make sense of external events, decide how to respond then lead your people to success.

You will explore the power of proven concepts, methods and tools to enable you think strategically about your industry, organization, partners and competitors as a 'big picture'. You will raise your sights to the real leadership challenges you and your organization face, rather than the technical, operational and managerial challenges many managers are more familiar with.

You will gain the competencies to identify and remove barriers to success and learn how to deploy a complete strategic management system to effectively and quickly make the right changes to deliver strategic success.

This training seminar will highlight:

- Deep understanding of how to increase your leadership impact
- Challenging assumptions to reveal and remove performance 'road blocks'
- Developing your ability to see the bigger picture and understand its impact
- Insights into exercising leadership more effectively for high-impact
- Communicating your insights to influence others' behaviour and actions
- Being more effective in dealing with resistance to change
- Extending change to transformation when necessary

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Apply new approaches to leadership and change management
- Be more resilient and adaptable in responding to change and uncertainty
- Develop a more robust and explicit theory of leadership
- Transform your approach to your team and your organization
- Understand how to recognise and respond to and your leadership opportunities and challenges

### Expected Delegates

This training seminar will be of benefit to managers who are open to developing new approaches to leadership. This training course is suitable to a wide range of experienced professionals but will greatly benefit:

- Senior Managers
- General Managers
- Heads of Department
- Functional Managers
- Project Managers
- Aspiring Managers who wish to develop their Leadership and Management skills



# Marketing Strategies And Planning

## Course Overview

Operating a successful business requires ongoing assessments of how marketing resources are allocated relative to meeting the company's financial goals. The most wonderful and beneficial products in the world won't mean a thing in regards to your company's financial bottom line if nobody knows about them. For this reason, acquiring professional-level marketing skills are a must when it comes to helping your business live up to its full potential. Marketing strategies and planning help translate financial goals into action steps to drive demand for a company's products or services.

The strategic planning process assesses the internal and external environments in which your business operates. It focuses on identifying a business' strategic or core competency relative to market opportunities. An organization's marketing strategy lays the foundation for building an effective marketing plan.

This training seminar is designed to give participants a deep dive into core marketing strategies, best practices, and planning principles such as customer and competitor analysis, value pricing, relationship management, brand management, and social media marketing.

This training seminar will highlight skills to:

- Analyze existing product and markets in terms of the ability to gain market share, grow revenue and, sustain or grow profitability
- Establish metrics for the measurement of marketing programme effectiveness
- Oversee the company marketing function to identify new customers for products and services
- Establish short and long-range marketing plans, objectives, and operating procedures
- Explore new ways to identify and engage new customers using social media platforms

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Develop a marketing strategy for your company to meet agreed marketing objectives
- Plan, budget and implement effective marketing initiatives
- Build trust, communicate effectively, and collaborate with other stakeholders
- Develop effective marketing communication programmes
- Conduct periodic analysis of marketing efforts, effectiveness and ROI
- Analyze market trends and recommend changes to marketing and business development strategies

## Expected Delegates

This training seminar is for anyone who desires to expand their expertise in marketing best practices, policies and procedures. Delegates do not require any previous marketing experience to benefit from this training seminar. This training course is suitable to a wide range of professionals, but will greatly benefit:

- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers
- Sales Managers
- Brand Managers
- Business Owners

# Mastering Entrepreneurship: From Creativity & Innovation To Business Strategy

## Course Overview

This training course is aimed at taking entrepreneurs, corporate venturing executives, and others involved in entrepreneurial environments to the next level of their professional development. The emphasis of this training course is on leveraging creativity, innovation & strategy to optimize the results in the marketplace.

The purpose of this comprehensive training seminar is to assist you in developing or enhancing your ability to lead and manage new developments while sustaining excellent results. It provides practical skills to take back to your areas of responsibility, along with insights needed to adapt the principles to every industry.

Successful entrepreneurs combine and leverage innovation, creativity, strategy, leadership, operations, marketing and finance to optimize potential opportunities. This includes:

- Designing a strategic planning process to achieve lasting change
- Implementing a culture of “continuous improvement”
- Understanding creativity and using specific tools to gain the best results
- Harnessing innovation so that the outputs deliver impact
- Applying best practice principles to develop high-value activities

## Expected Outcomes

The concepts, tools and frameworks covered in this training seminar will enable participants to:

- Create, identify, and evaluate new venture opportunities
- Start and build a successful company
- Leverage new science and technologies from corporate or university laboratories
- Create and build high-value companies to be globally successful
- Balance innovation and risk to optimize results



## Expected Delegates

This training seminar is designed for all those who want to enhance, update, and refine their entrepreneurial skills. It is also very applicable to aspiring entrepreneurs, corporate “intrapreneurs”, corporate venture officers, and those who would like to develop or strengthen the skills and enhance the climate of innovation and/or entrepreneurship in their organizations.

- Corporate Finance Officers
- Strategic Planners
- Accounting
- Lenders
- Investors
- Merger and Acquisition Specialists
- Corporate Officers
- Commercial and investment bankers
- Securities Analysts
- Private Equity Specialists
- Asset Managers
- And other individuals whose professional future may be enhanced by an understanding of development through innovative entrepreneurial activity



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# Business Fundamentals: Professional Writing & Speaking Skills

## Course Overview

In today's business environment, it is essential that the writing and speaking skills are of the highest professional standard. How well you communicate can make or break your own professional image as well as perceptions of your organization. It directly influences how others view your work and performance, as well as your prospects for career advancement and mobility.

This training course has been specifically designed to develop the competency of professionals to equip them with the necessary skills and confidence to achieve excellence in spoken and written communication. The course includes a wealth of practical guidance on improving the effectiveness of various forms of spoken and written communication. If you want your reports, memos, letters and e-mails to be read with interest and acted upon and if you want to be able to present your ideas with impact and effectiveness, this is the right training course for you.

This training seminar will highlight:

- The importance of professional levels of written and spoken English
- Proven ways to improve the effectiveness of various forms of written communication
- Power language to improve influence and impact
- Presentation skills to persuade even the most hostile audience
- How to convey a credible message and create concise messages using a structured process

## Expected Outcomes

By the end of this training seminar, you will be able to:

- Meet the needs of your readers / audiences, by helping them achieve their own objectives
- Listen more intently and deeply to understand others and their needs and requirements
- Write clearer, more effective and professional e-mails, letters and reports
- Speak in front of a group with greater confidence
- Build rapport with your audiences and clients
- Confidently use the right techniques, tools and skills for a wide variety of communication challenges

## Expected Delegates

This training course aims to take participants' written and oral skills to higher levels. It is for a wide range of professionals whose work requires them to communicate with others:

- New & Experienced Supervisors
- Team Leaders & Line Managers
- Specialists
- Marketing, HR and PR Professionals

# Essential Management Skills For Administrators

## Course Overview

This training seminar has been specifically designed to help delegates understand the manager's role and to equip them with the key skills necessary to be an excellent and inspiring manager

Making the move into management is likely to present new challenges and responsibilities and requires an entirely new skill set. Progressing up the ladder into management is both exciting and daunting. Now you are also responsible for directing, developing and managing others so it is essential to find out how to manage effectively and with positive impact. Being a great manager doesn't happen automatically, you need to invest time and energy to develop the necessary skills.

It is likely that you are able to make this move because you have been the 'go to' person your boss and co-workers have always counted on. But now you need to equip yourself with the qualities of a leader. Now you will be required to know how to motivate and build team morale, take initiative, solve problems, and manage performance.

This training programme will enhance the participants' skills by:

- Clarifying how your role as an administrative professional will be changed by including managerial responsibilities
- Recognizing and implementation of effective communication skills
- Understanding personal leadership styles
- Implementing excellent performance management techniques
- Increasing your understanding of self-management skills
- Building motivated and effective teams

## Expected Outcomes

Attendance on this training programme will equip delegates with the necessary skills and techniques to successfully make the move into management, or if you are already managing, it will refine those skills and help you to be more effective. It will help delegates to manage and lead teams and to personally perform to a high level.

By the end of this training seminar you will be able to:

- Communicate clearly and effectively at all levels
- Develop effective personal leadership skills
- Build effective teams and empower team members through delegation, coaching and mentoring
- Manage and understand your own stress and that of your team members
- Understand the key elements of emotional intelligence
- Sustain performance and continuous improvement
- Make better and more effective decisions

### Expected Delegates

- Ambitious PA's, Administrators, Team Leaders who want to make the move into Management
- Any employee who wishes to be more proactive, grow in their position and take on more management responsibility
- Senior Administrators who wish to improve their effectiveness or promotional prospects
- Supervisors and Team Leaders
- Newly Appointed Managers
- Anyone who is already a manager and wants to improve their performance



# Finance & Accounting For Office Administrators & Secretaries: Contributing & Benefiting From Accounting And Finance Systems

## Course Overview

This training seminar provides an introduction to finance and accounting for those who have no prior knowledge of this business area. It is designed to train the participants to support operational and financial processes. Those attending this training course will gain a clear understanding of the essential terminology of finance and accounting. They will also learn the principles and techniques of accounting systems through practical examples and exercises.

The overall aim of this programme is to ensure that those who attend will be able to perform their roles more effectively and efficiently within the workplace.

The highlights of this training course will be:

- The Basic Principles of Accounting clearly explained
- Knowledge and Confidence in Accounting for a range of business transactions will be developed by using straightforward worked examples
- Simple but Effective Tools for Analysing your Business Performance and Position
- Basic Management Accounting Principles that help to ensure your business is efficient and profitable
- How and Why the Use of Budgets can help to achieve overall business targets and objectives

## Expected Outcomes

At the end of this training seminar participants will:

- Appreciate the importance of the accounting and finance function
- Understand accounting for routine business transactions
- Be able to prepare simple financial statements
- Be able to analyze company performance using basic ratios
- Be aware of costing and budgeting techniques to maintain efficiency and profitability

## Expected Delegates

This training course is suitable for a wide range of non-financial employees within the organization. It is designed for those who contribute to, and use, all types of financial information within the organization.

Examples are:

- Secretaries
- Office Administrators
- Personal Assistants and Executive Assistants
- Administrative Professionals and Support Staff
- Production and Marketing Professionals
- Anyone wishing to increase or update their awareness and understanding of finance and accounting methods and terminology

# Implementation Of Modern Record Management Through Sharepoint And Office 365: Managing Records In Support Of Business Requirements

## Course Overview

Managing information and records, which are now one of the most valuable assets of the company represents a challenge in the modern world of digitalization where the companies are becoming digital enterprises and the data managed has to get the new names of data lakes and even the data oceans. As most of the companies use the Microsoft Office programs and therefore the logical solution for the Document Management will be to continue with the use of SharePoint. The people within the companies should be well prepared for the challenges that this is bringing.

Delivering information management solutions on SharePoint can be challenging, as the Microsoft product offers very large number of options. In this training course, delegates will apprehend how to combine the information management knowledge and apply it to SharePoint in ways that make it easy to use today and adaptable to the needs of the future. This training course is ideally suited for any company that needs to build information management solutions on SharePoint, or use the product family related to SharePoint. This training seminar will highlight the elements, principles and implementation paths for modern information management challenges which require adaptability of the solutions to the realm of Big Data environment and changing specter of regulations.

This training seminar will highlight:

- Enterprise Content Management (ECM) strategy in modern world
- Records management as a business enabler for the enterprise
- Automation of common records management tasks and records capture
- Efficient management of records through the whole records lifecycle
- Enable and use eDiscovery
- Appropriate and inappropriate scenarios for SharePoint use
- Use SharePoint to design content import strategies
- Use of SharePoint components to create an effective user experience
- Proper way to select and configure SharePoint information protection tools

## Expected Outcomes

The delegates will:

- Create information and documentation procedures and requirements in SharePoint
- Understand Information Management in SharePoint and Office 365
- Recognize Effective Information Architecture for SharePoint and Office 365
- Acquire the knowledge on how to manage email
- Understand the relation between records management and the cloud
- Apply Privacy and data protection rules in SharePoint
- Recognize the way to implement decommissioning of legacy systems and user information
- Prepare Business and functional requirements for a digital record-keeping solution

### Expected Delegates

This is a training course for all involved in data analysis, presentation and graphic design, but will be especially beneficial for:

- Document Controllers
- Secretaries
- Administrators
- People Supporting Management and/or Working in Project Teams
- Marketing Specialist
- Project Managers
- Public Relations Specialists
- Marketing Managers
- Campaign Managers
- Business Development Managers



# Training Management & Organizational Learning: Proven Techniques For Developing Talent Management & Organizational Learning

## Course Overview

This exciting and innovative training seminar will introduce you to the latest and best practices in training management and organizational learning. This training seminar is paced, challenging and highly rewarding. You will learn about how to become a truly 'learning organization' and redefine organizational learning so that your organization places learning and development at the core of its business.

This training seminar will introduce you to the latest and proven techniques for Training Management, Organizational Learning, Talent Management and Organizational Development (OD). Your professional practice and career will be enhanced by attending this important training.

- Learn about organizational learning and development as it applies to your organization
- Enjoy practical workshops / exercises each day where what has been learnt will be put into action
- Understand the application of training management in your organization and compare what you do to other leading organizations
- Learn the practical steps involved in becoming a truly learning organization
- Network with other like-minded professional about best-practices in learning & development

## Expected Outcomes

By the end of this training seminar, participants will be able to:

- Demonstrate an understanding of organizational learning theory
- Explain the concept of effective training management
- Utilise the skills of OD for organizational learning & training management
- Apply appropriate skills for developing a learning organization
- Develop training suitable for a particular audience or work-group

## Expected Delegates

This training seminar is suitable for anyone who wishes to develop their skills in Training Management & Organizational Learning. In particular, this training would suit:

- Managers, Supervisors and Leaders in all sectors
- Anyone involved in Learning & Development, training or Talent Management
- Human Resource (HR) Personnel at all levels
- Occupational Health & Safety Personnel
- Anyone concerned with Organizational Learning
- Those who need to know more about Organizational Development (OD)

# Documents And Records Management Compliance (Document Control Specialist)

## Course Overview

Managing an ever-increasing volume of paper and electronic (digital) documents, records, knowledge and content can be very difficult. How do you best capture, manage and store the documents and records in your organization? How can records management ISO 15489 and information security ISO 27001 help? Does your approach meet compliance requirements, security, regulations and standards? What is the best way to manage emails, web pages and electronic documents and paper records? How do you find the right documents and records when you need them? How does workflow and business process management work with documents and records management to help increase efficiency within your company? ISO 15489 is the international standard for records management. It is about attaining a records management benchmark of best practice, setting up methodology, processes and the resulting data storage and using an electronic records management system.

This training course covers the strategies, tools, and technologies used to capture, categorise, manage, store, preserve (archive), and deliver documents and records in support of business processes. This training course also covers the core components of ISO 15489 so that organizations become compliant with best practices.

Participants will develop the following competencies:

- Understand the key concepts and overall architectural scope
- Develop business cases and business requirements
- Use the concepts of document and records management to deliver business drivers
- Link how document and records management can be implemented across your organization
- Explore the implications of an Enterprise Content Management (ECM) strategy in conjunction with document and records management
- Understand the key concepts and overall scope of ISO 15489 and ISO 27001 and how to apply in your organization



### Expected Outcomes:

This training course aims to enable participants to achieve the following objectives:

- To understand document and records management lifecycle
- To understand ISO 15489 records management standard
- Review how to implement a records management system based on ISO 15489
- Help create business case and requirements for the selection and procurement of document and records management
- Create a document and records management plan of action to implement in their organization and learn from best practice implementations and case studies
- Concepts for managing information and content, such workflow, business process and collaboration
- Review industry leading solutions and vendors in this marketplace
- Using metadata, business classification scheme, taxonomy and setting retention plans
- Learn about legislation, standards and regulation
- Set up search and retrieval
- Setting up access controls and security
- Develop storage models, audit trail and storage technologies

### Expected Delegates:

- Professionals and leaders who wish to learn more about document management strategies for improving organizational efficiency
- Personnel moving into leadership roles to embrace better controls for managing paper and electronic documents
- Information Security Professionals
- Document Controllers and Administrators
- Document and Records Management Personnel
- Document Management Supervisors
- Suppliers, Solution Providers and Vendors
- Executives
- Users of Document and Records Management
- Personnel seeking to enhance their skills
- IT Management
- Technical Staff



# Human Resource Management

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# Basics Of Human Resources Management: Hr Administration, Recruitment, Training, Reward & Employee Support

## Course Overview

This training seminar provides a comprehensive and modern overview of the role and activities of the Human Resource Personnel (HR) Department. It presents the latest tools and techniques for the effective management of people.

Participants will learn about the processes involved, the systems used and the skills needed to be successful in a modern HR Department. They will explore personnel activities ranging from the recruitment interview to a dismissal meeting, discovering the skills required and the role of the HR Professional in the 21st Century.

- Strategic HRM in the Modern Organization
- Measuring and Reducing Absenteeism
- Performance Management in a multi-cultural environment
- Essential Steps in Employee Record Security and Minimizing Identity Theft
- Managing Employee Problems

## Expected Outcomes

By the end of this Management training course, delegates will be able to:

- Understand Strategic HRM Approaches (SHRM)
- Describe the Role and Functions of the Personnel / HR Department
- Show awareness of Employee Resourcing, Recruitment & Reward
- Describe Best Practice in Working with Employees and Assisting with Employee Problems
- Understand Performance Management in a multi-cultural environment
- State the Benefits of HR Planning and HR Ethics

## Expected Delegates

- Anyone interested in HRM
- Those who have recently joined a HR or Personnel Department
- Those who wish to enter the field
- Any existing HRM personnel who need to stay up-to-date on current practices and trends
- Those managers who would benefit from an understanding of the HR role and function
- Occupational Health & Safety and training staff who need to be up to date

# Corporate & Employee Best Practices: Company Values, Employee Responsibility And Work Ethics

## Course Overview

Do your company's values and ethics promote positive behaviours, uphold fundamental responsibilities and accountabilities; and continuously improve and enhance excellence and professionalism? Do they ensure that your company runs smoothly, avoiding ethical risk, and prevents the escalation of unproductive behaviour so that your company remains profitable and successful?

Every company should make these values and ethics known and continuously sustain them in all human resources and management practices. It is then the leadership's responsibility to create a culture of integrity and respect. However, when it comes to enforcing ethical standards, individual workers - both executives and team members - bear the ultimate responsibility for creating and maintaining excellent corporate cultures and ethical values.

While many companies have anonymous reporting processes, workers should feel able to ask questions tactfully. They may not understand a process and only need an honest explanation. Or they may identify a problem of which management is unaware. This training seminar on Corporate & Employee Best Practices will provide key insights into building company values and aligning personal goals that will ensure an outstanding work ethic and consequently warrant success both for the individual and the organization.

This training seminar will highlight:

- Creating and Identifying Core Values
- Authentic Leadership - The Culture of Integrity
- Employee Responsibilities
- The Employee Code of Conduct
- Work Ethics and Corporate Governance

## Expected Outcomes

At the end of this training seminar, you will learn to:

- Determine and apply corporate values
- Apply authentic leadership
- Develop and identify employee responsibilities
- Design employee codes of conduct
- Apply workplace ethics and reporting systems

### Expected Outcomes:

This training course is designed for anyone who desires to optimize the fulfillment of company values and align their goals to achieve greater sense of accomplishment and to those who desires to cultivate and incorporate best values in their work ethic. Likewise, this training is appropriate for those who wish to employ holistic approach in enhancing autonomy, mastery and purpose.

This training course is suitable to a wide range of professionals but will greatly benefit:

- Strategic Leaders
- Department Managers
- Team Leaders
- Human Resources Personnel
- Employees wishing to build work ethic values



# Payroll Management And Effective Payroll Controls

## Course Overview

The efficient management of the payroll function is crucial for any business with multiple employees. It is an aspect that requires attention to detail and careful observation of the regulatory environment. The integration of the payroll function with the finance and human resource departments further contributes to the operational management of a successful organization.

This training course gives a comprehensive understanding of the principles of payroll management and effective controls with a strong emphasis on practical application in the working environment. Whether you are seeking to manage these functions within your organization or to diversify your skillset for career progression, this training course will provide you with the skills and knowledge needed to perform the vital function of payroll management and the effective implementation of controls.

You will find value in taking this training course by formalizing and updating your skills and learning the most up-to-date processes and best practices involved in the payroll function.

Participants will develop the following competencies:

- Understanding the payroll regulatory and compliance environment
- Confidence in managing the payroll department
- Skills to identify risk and implement controls
- Ability to integrate the payroll division with the HR and Finance Department

## Expected Outcomes

- How to effectively run a compliant payroll office
- Practical payroll implementation
- How to generate information and reports for internal and external use
- How to plan, organize, implement and monitor work within the payroll environment
- Data processing using software
- Integration of payroll into the HR and finance departments
- Mitigating risk and implementation of controls
- Performance of internal and external payroll audits

## Expected Delegates

- Payroll Administrators who wish to enhance their payroll knowledge and application
- Human Resource professionals who wish to gain a better understanding of the payroll system and how it is integrated into the corporate human resource environment
- Accountants who wish to diversify their skillset for career progression

# Employee Relations And Engagement: Motivation, Grievances, Conflict And Discipline

## Course Overview

This training seminar examines the latest best practice in Employee Relationship Management. Employee Relationship Management involves managing the relationship of each employee with the organization and with each other. Employee Relations influences every HR decision made in an organization.

The techniques in this seminar will enable the creation of a working environment in which all staff are able to contribute their full potential. This will involve creating a supportive and trusting climate at work and ensuring that individual and collective ER issues are handled positively and sensitively.

The main features of this training seminar are:

- Shows how to create a working culture that encourages close working relationships
- Establishes a policy for employee engagement – increasing employees' commitment to an organization and encouraging loyalty and productivity
- Drawing the distinction between job satisfaction and employee engagement; it is not just about making employees happy at work; it is about getting them to contribute
- Identifying causes of conflict at work and overcoming them
- Examples and case studies showing how to effectively handle workplace discipline and grievances

## Expected Outcomes

By the end of this training seminar, delegates will:

- Know how to introduce and manage an effective employee relationship programme
- Be able to relate the role of ER to the role of the Managers / Supervisor and Team Leader
- Be able to deal with performance problems and modify the behaviour of employees
- Be able to influence the behaviour of managers and team leaders
- Be able to operate disciplinary procedures and grievance procedure
- Know how to manage absence
- Understand the role of an Employee Assistance programme

## Expected Delegates

This training seminar is designed to develop increased productivity and motivation through the application of best practice in the way that employees are treated by the organization.

This training seminar will benefit:

- Employee Relations Specialists
- HR and Personnel Professionals
- Line Managers
- Supervisors and Team Leaders





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