



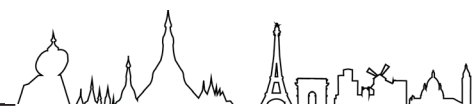
**CCI FRANCE MYANMAR**

FRENCH MYANMAR CHAMBER OF COMMERCE & INDUSTRY

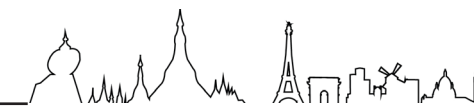
# **CORPORATE TRAINING CATALOGUE 2023**



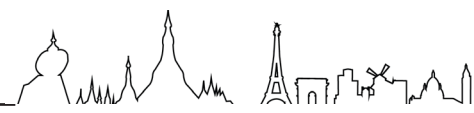
[www.ccifrance-myanmar.org](http://www.ccifrance-myanmar.org)



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## OUR COMMITMENTS



### QUALITY OVER QUANTITY

We only work with professional trainers experienced both in teaching in France, in Myanmar or internationally, and in working in private companies/ sectors.

All our trainers possess the highest level of qualification allowing them to teach, as well as long professional experiences concerning to the subjects they teach.

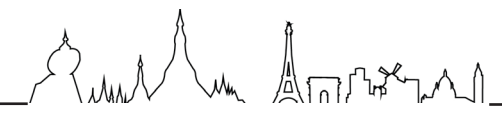
Finally, we choose to accept only a limited number of students, to guarantee the quality of our custom-made programs and to maximize interaction with trainers. And only students who have followed the whole training will be awarded a certificate.

### TRAINING ADAPTED TO THE NEEDS OF PROFESSIONALS

Our training programmes aim at giving Myanmar and international companies solutions to the problems they face daily. They target Myanmar or foreign professionals who already have several years of experience, and who wish to develop their skills and competencies or consolidate their experiences with additional knowledge.

Because our trainers both know theory and practice, our training programs are built to make sure that they provide employees with a strong theoretical basis, but also with methods and concrete tools which they will use daily in their jobs, whatever their position in the company might be.

Our objective is to make your employees better at their jobs, more efficient and more proactive, for the well-being of your company and its activities.



## OUR TAILORED CORPORATE TRAINING

### « A LA CARTE » TRAINING ADAPTED TO YOUR NEED

Flexibility and adaptability are our mottos for our corporate training. We offer flexible and tailor-made training answering your specific needs from our members, either on practical skills, teambuilding or other topics.

Thanks to our large pool of trainers, we can propose a wide range of training programmes and cover almost any subject. We will always do our best to help you find a solution to the challenges that you face.

These training programmes are built on-demand by our trainers, in direct collaboration with you, to fit your needs, objectives, schedule, requirements and budget.

As usual, our corporate training programmes emphasise concrete tools and practical knowledge, to offer your staff a toolbox of skills that they can use right away in their daily missions.

This catalogue shows you different examples of what can be done for your employees but all modules and training are adaptable to your needs. We are offering Online and In-Person training for this upcoming calendar year 2023 and we could also organise them at your office, or other venues.

### PAYMENT TERMS

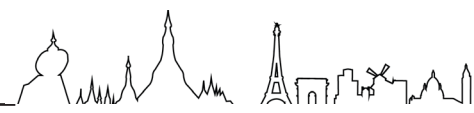
All payments can be made in cash (or) online bank transfer with the market rate set by CCI France Myanmar. Payments made out of the country will have to be deposited to our Bank in France. The process of USD transfer to foreign banks may change without prior notice. Payment terms and conditions will be discussed further upon the inquiry of the clients.

### TRAINING RATES

In-person training rates of some trainers are exclusive of travelling and accommodation charges of the trainers.







## OUR TRAINERS



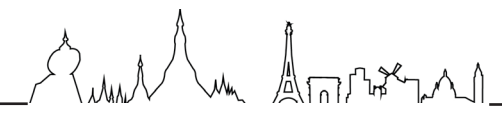
### ANIA MUCHNICKA

Ania Muchnicka worked for 7 years as a public servant and speechwriter for the European Union. She gave over 30 speeches to European as a Speaker of the European Parliament in Brussels. She worked on projects in energy, justice and innovation at the European Commission. In 2012, she started working in Asia. She has designed MBA courses and trained over 200 people in business administration, management and public speaking. Among her biggest clients are Asian banks, European SME and international NGOs. She graduated in Communications and European Affairs in Belgium and France and has a French Modern Languages Master of Arts degree. She is a sworn French-Polish-English legal and business interpreter and translator. She has translated more than 1000 pages and interpreted before Courts, notaries and business clients. She has lived in five different countries, worked with more than 30 different cultures and speaks seven languages.



### CATHERINE CHAI

Catherine has over 20 years of proven and successful track record in brand strategy, learning & development, facilitation and coaching. She is the author of 'From Bland to Brand – The Essential Branding Handbook for Asian Businesses.' She has extensive brand consulting experience developing winning brands in B2B and B2C sectors. Also, run a successful management consulting firm for over ten years and has worked with over 300 leaders and trained over 3,000 people in Asia to catalyse growth. Holding an M.B.A. from the University of Melbourne, she is also a Certified Practising Management Consultant, an ACTA-certified trainer, and a Certified ACC Coach by the International Coaching Federation. She coaches leaders of Fortune 1000 companies to support them in achieving their personal and professional goals.



## OUR TRAINERS



### CARINE LE PORT

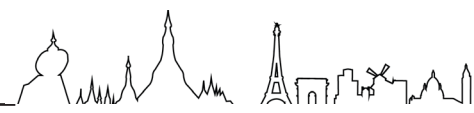
Carine Le Port holds an M.B.A. from Yangon University of Economics (Myanmar), a Master of Commerce from the University of Queensland (Australia), and several international certifications as a trainer in the hospitality and tourism sector. She has 20 years of professional experience in the hospitality, customer service and training business in France, Australia and South-East Asia. She has worked for 15 years for the Starwood group (Le Méridien Hotels) in France and in Asia (Singapore, Cambodia, Thailand) and as a Hospitality & Tourism Tutor for the School of Tourism of the University of Queensland and Griffith University (Australia). She has been living in Myanmar since 2013, working as a Centre Director of the Temasek International College, as CEO of Edu Link Australia, and as a senior lecturer for Strategy First and STI Myanmar University. Her expertise covers marketing, customer service, sales techniques, communication and hospitality & tourism.



### DR. GIUSEPPE SARDONE

Dr Giuseppe Sardone earned his doctorate working on Organisational Network Analysis and developing management tools to empower business communities. As a lecturer in academia, he used to teach strategic planning, innovation management, project management and more to undergraduate and graduate students, MBAs and corporate classes. With an impeccable reputation for enabling change in organisations, he has now 20 years of experience as a consultant, facilitator and trainer. Dr Giuseppe has been working with businesses in Myanmar since 2012 and prides himself in being able to forge solid relationships and build consensus across multiple organisational levels. He believes that any approach to solving organisational issues must start with a deep understanding of the context and therefore he rejects any pre-packaged solution, in favour of customised approaches which actively involve the local workforce from a very early stage. This is the only way to achieve sustainable, improved business performance. Please contact him for a programme specifically tailored to your needs.





## OUR TRAINERS



### ERIC GLOVER

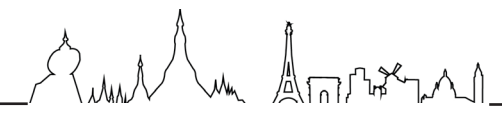
Eric Glover is a Change management specialist with a master's degree in Engineering Project Management, analysis and development of organisation and change management. 11 years of experience in the field, and he also obtain 18 years of experience writing, broadcasting, shooting stories all over the world as a communication specialist and journalist. He holds a Master's degree in journalism and communication from Ecole de Journalism de Lille, the best journalist school in France. He is also a nuclear physicist by training with a thorough work approach with data and figures who conduct practical experience in the lecture. Eric is a French Mauritian who has a strong background in international working culture, who has a training experience in more than 15 countries. Travelling more than 147 countries, he settled down in Yangon in 2014 and managed various projects in Myanmar over the past 8 years. Currently, He is working with various major companies and institutions like The French Embassy, Yever, Inya Institute and Mangan Supply Services.

### HANA BUI



Hana Bui is an Intercultural Trainer for expatriates in Myanmar, Vietnam, Thailand, Cambodia, and Laos. She has advised, coached and trained expatriates there who held management roles in multinational corporations and non-governmental organizations. She holds a MA in Globalisation and Communications from the University of Leicester, UK, and an M.B.A. from the University of Economics, Ho Chi Minh City, Vietnam where she comes from. She is proficient in English, and Vietnamese and can converse in Burmese. She is an expert on the culture of Myanmar, Vietnam, Thailand, Cambodia, and Laos and possesses strong corporate savviness. She has been an entrepreneur in communications and human resources for 18 years, including 7 years in HR services in

Myanmar. Further, she is an inviting lecturer for European M.B.A. and M.Sc. courses for teaching subjects such as management, human resources, marketing communications, public relations, etc. She is also a bestselling author about Myanmar. Her book "When Global Meets Local – How Expatriates Can Succeed in Myanmar" has been creating a buzz in the expatriate community in Myanmar and is genuinely welcome by ex-pats and the media. Many expatriates say that "It should be compulsory reading for every expatriate here".



## OUR TRAINERS



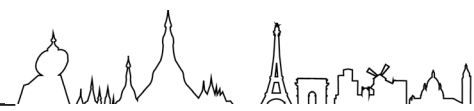
### KIM LOC TRAN

Kim Loc Tran was an owner of Lafee Coffee and Tea Chain in Myanmar who is also a famous investor and financial strategist consultant with 18 years of experience. Additionally, she brought the very first Vietnamese coffee brand into Myanmar's Market. She graduates Bachelor from the University of Transport in Vietnam and obtain M.B.A. in Financial Management in the United States. She aims to give value to the community by giving the training to motivate people for personal development and sharing knowledge in corporate and real estate. Kim has held financial management positions at major Korean corporations, the Hong Kong Investment Fund, and as Investment Director of Myanmar's largest corporation. She also held 7 years of experience in setting up Golden Pho Restaurant and Eclipse Restaurant & Bar in Myanmar. Her motto is to give value to the community and help create value for more people to have a happy and prosperous community in Myanmar and Vietnam.

### RAPHAËLE VALLAURI



Raphaële is an expert in the treatment of fears, stress and anxiety. She has developed an original method and has successfully accompanied hundred of people around the world. She holds two Master and an Executive M.B.A. in Management, Communication and Marketing (France), and a certification in NLP and coaching (USA). She has recently trained in EFT and Alpha Repatterning (Australia). She has a strong international background as she worked on 4 continents: Europe, South and North America, Asia, North Africa and the Middle East. In 2010, she created her coaching and counselling company specialising in team building and business & life coaching. She has now 6 years of experience as an instructor and collaborated with internationally renowned organizations such as the World Bank, Save the Children Lafarge Holcim. Her areas of expertise cover business & life coaching, counselling, stress management as well as marketing, communication or sales development.



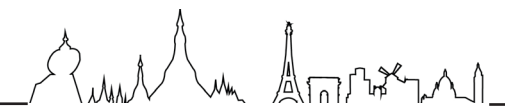
## OUR TRAINERS



### WIN THU AUNG

Win Thu Aung is currently working as a Senior Lecturer and Corporate Trainer for Strategy First University and the Swiss Business School (Myanmar Campus). Before 2015, Win worked as a Field Research Director at Nielsen TV Rating (a Global Market Research Company) based in New York since 2007. During his days as a Market Research Director, Win oversees the citywide meter market by providing quality market data to the business client, negotiating and dealing with the potential and existing clients for revenue generation. Supply Services. Before Nielsen, Win used to work as a General Manager of Operations at Hudson Group, one of the largest travel retailers in North America. In the Hudson group, Win increases same-store sales by about 4-5% yearly and develops 5 GMs and 10 Assistant Managers. Win has also extended his career path in the academic area since he worked as a Senior Lecturer at the Swiss Business School and the Strategy First University. He teaches Entrepreneurship, Project management, Financial, and Strategic management MBA courses. Win is studying Ph.D. courses in Business at the University of the Cumberland in Kentucky, United States. Win holds an MSc (Financial Engineering) from World Quant University and an MPA from the University of Illinois, USA. He is also a Stanford Certified Project Manager with the areas of expertise in operation, project, financial and strategic management.

## OUR PARTNER MEMBERS



## OUR TRAINING PARTNERS



STRONGER GOVERNANCE | STRONGER INSTITUTIONS | STRONGER MYANMAR

The Myanmar Institute of Directors (MIoD) is an independent organisation promoting corporate governance standards and best practices in Myanmar, founded in March 2018. Governed by a board of directors drawn from a diverse group of business leaders and advocates of good corporate governance in Myanmar, the Institute aims to advance board professionalism, promote business ethics and transparency, create networks between corporate leaders and stakeholders, and boost investor confidence in Myanmar's private sector.



LEGAL & REGULATORY

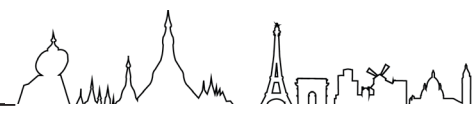
MLR Company Limited is a small-size business law and advisory firm (ISO 9001:2015) established in Yangon. The firm has a local and international client base giving us sizable influence throughout the Republic of the Union of Myanmar. We offer a full range of corporate and commercial legal services, including but not limited to a comprehensive legal consulting service, incorporation of a Myanmar business, corporate secretarial Service and Legal research service. We also provide an internal audit for ISO 9001:2015.



### WALL STREET ENGLISH

Wall Street English is among the largest providers of English language education for adults around the world. Wall Street English creates a learning experience that is supportive, flexible, and effective. With the highest quality teaching and employment, Wall Street English International is certified. ISO 9001:2015. ISO certification is independent reinforcement of our commitment to achieving the highest levels of quality for our staff and students. We have over 420 learning centres located in 20 countries including Myanmar and have provided instruction to over 3 million people with a current enrolment of over 180,000 students.





## LEARNERS COMMENT



“The corporate training we recently completed from CCI France Myanmar was an excellent way for our Sales team to learn all the techniques that every salesperson should have.

The training sessions were not only based on theoretical facts but led every member of the team to participate actively in the workshop and gain practical skills. All these techniques can be applied very well in our daily job. The teacher Carine did an amazing job thanks to her experience and her way of delivering the techniques to the trainees.”

**Emeline Rose**

**Sales Manager**

**Easia Travel**



“We are really glad to have the CCI corporate training as Instructor by building voluntary events, capturing a great opportunity to enhance learning, successfully strengthen the curriculum and stores participants’ questions and concerns.

And, Instructors use the knowledge of various learning styles of participants in effective and consistent education planning and delivery. If necessary, the instructor will make appropriate adjustments to the class to improve learning successfully.

Also, all participants are engaged in activities, critical thinking skills and tasks in their exploration of cognitive content. If necessary, the trainer will adapt activities and projects to enhance start-up and understanding. At the debriefing session, we connect activities to content.”

**Kay Khaing Aung**

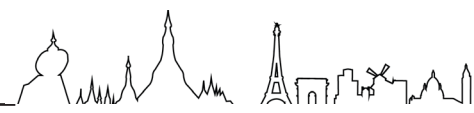
**HR-CSR & EHS Director**

**Camusat Myanmar**

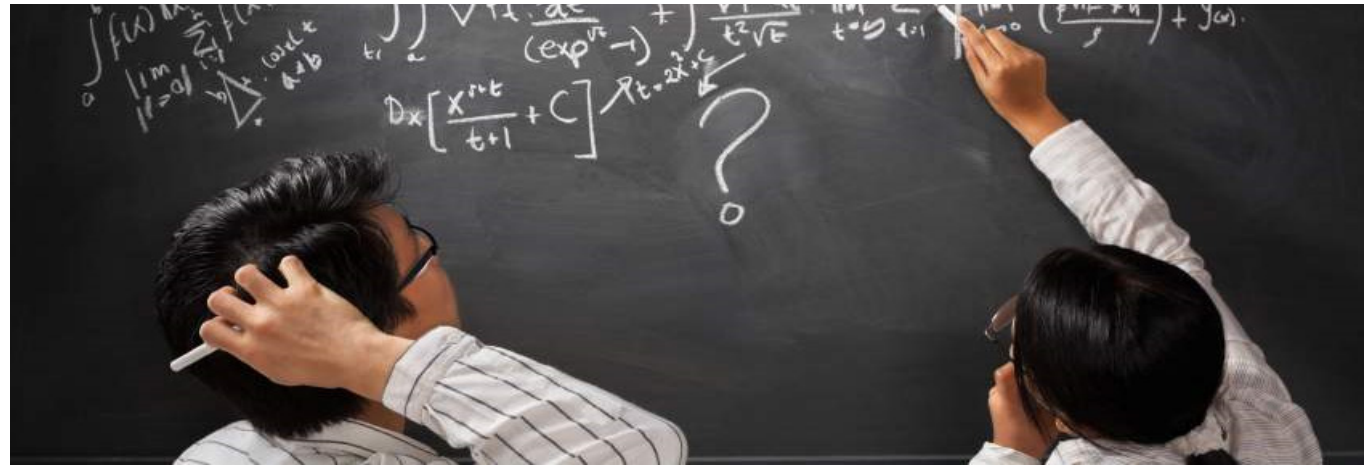
# CORPORATE TRAINING







## COMPLEXITY THINKING



Duration:	9 hours (3 days)
Venue:	Zoom/In-person
Trainer:	Dr. Giuseppe Sardone
Language:	English
Rate:	\$ 1100/Members \$1300/Non-members
Up to 15 employees per session	

### COURSE OUTLINE

This course offers a hands-on introduction to a framework to manage complexity in organisations.

### METHODOLOGY

Participants will be equipped with a decision-support framework to recognise and manage complex issues in the organisation.

They will:

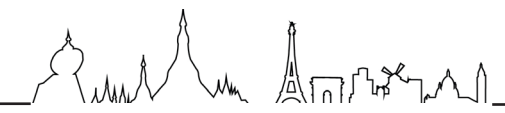
- Appreciate that complexity is not an intimidating concept;
- Learn why traditional approaches do not work and produce unexpected and sometimes counterproductive results when applied to complex issues;
- Learn to differentiate between complex and other domains, and to use appropriate tools based on the context;
- Access a library of complexity-informed tools to manage change, each with clear boundaries of applicability;
- Be equipped with an approach to bring their organisation to a superior level of maturity, in line with the higher demands of today's challenges (pandemics and other "black-swan" types of events).

### WHY SHOULD I CHOOSE THIS TRAINING?

Complexity is a fashionable concept that attracts considerable interest in the management field. Only few people grasp it, and even fewer master it. Understanding complexity has become a critical skill for leaders tasked with navigating turbulent times and events.

### WHO SHOULD ATTEND:

Anyone open to exploring fascinating new insights from the cognitive sciences and the science of complex adaptive systems to make sense of intractable issues in organisations.



## CRITICAL THINKING SKILLS



Duration:	6 hours (2 days)
Venue:	Zoom
Trainer:	Mrs. Ania Muchnika
Language:	English
Rate:	Contact us for more information at <a href="mailto:business.executive@ccifrance-myanmar.org">business.executive@ccifrance-myanmar.org</a>
*Up to 15 employees per session.	

### COURSE OUTLINE

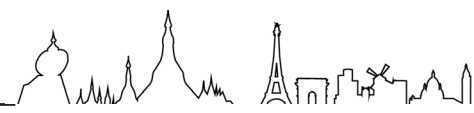
- Questioning Techniques
- Practice SWOT Analysis: how to apply its benefits to the max
- Logical Fallacies: Errors in reasoning that make bad decisions
- Practice critical thinking in a group meeting
- Practice critical thinking in decision making

### WHY SHOULD I CHOOSE THIS TRAINING?

Can you think through "what if" scenarios, create possible solutions and test out your theories? The success and sustainability of an organization largely depend on the quality of the critical thinking skills of employees. This course will help you practice them in the process of problem-solving and decision-making. This gives employees more confidence in independent work.

### METHODOLOGY

The training is based on experiential learning. Participants are involved, practice tools and analyze their behaviour, discuss insights and implement new knowledge in their work. Participants consult the trainer with individual needs. The knowledge conveyed during the training is based on best time management tools, behavioural psychology, Action Learning and best business practice. The Trainer adapts the program during the training to the real-time challenges of the participants



## EFFECTIVE PROBLEM SOLVER



Duration: 6 hours (2 days)  
 Venue: Zoom  
 Trainer: Mrs. Ania Muchnicka  
 Language: English  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 9 employees per session

### COURSE OUTLINE

- Learn and practice powerful tools to solve a problem individually and in a group session
- Understand what is your main role in the company and why your opinion and input are crucial
- Practice problem-solving and leadership skills necessary to find solutions
- Change your attitude towards problems and work, and create more enthusiasm to tackle any problem

### METHODOLOGY

Action Learning by WIAL is a technique that does exactly this for your organization. It is a process that involves a small group working on real problems, planning and taking action, implementing them and constantly learning as individuals, as a team, and as an organization.

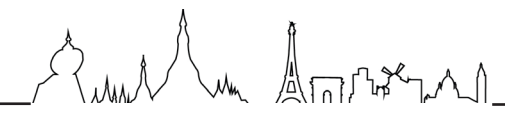
Action Learning helps organizations develop creative, flexible and successful strategies for pressing problems.

Action Learning solves problems and develops leaders simultaneously. Its simple rules empower participants to think critically and work collaboratively.

### WHY THIS TRAINING?

Having strong problem solving skills can make a huge difference to your career and your company. Problems are at the centre of what many people do at work every day. Whether you're solving a problem for a client, supporting those who are solving problems or discovering new problems to solve you need to know how to tackle them and choose an appropriate tool to solve them.

With tools and practice, you can find solutions quickly and effectively. Without it, your solutions may be ineffective, or you'll get stuck and do nothing, with costly consequences for you and your company.



## MINDSET CHANGE



Duration: 6 hours (3 days)  
 Venue: In-person  
 Trainer: Mr. Eric Glover  
 Language: English  
 Rate: \$500/Members  
 \$700/Non-members  
 Up to 8 employees per session

### COURSE OUTLINE

- Analyze beliefs and actions that contribute to a growth mindset within an organization
- Evaluate opportunities to increasingly develop a growth mindset
- Apply practices that foster a growth mindset within an organisation

### METHODOLOGY

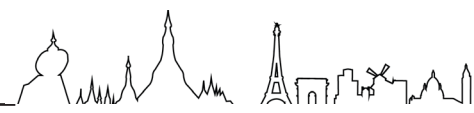
This is a tailor-made basic course, using mostly all the elements: team building, communications, time management, organizational behaviours etc...

It can be adapted to a short-time presentation, to provide only theoretical inputs, no practical exercises (because they take time), but with a chit-chat relying on participants' work background.

### WHY SHOULD I CHOOSE THIS TRAINING?

This training course can help employees to develop a growth mindset, improve their skills, overcome challenges and boost their performance in the workplace. Adopting a growth mindset enables one to embrace new challenges openly and progress toward the best outcomes. This course can help you develop a successful mindset by building self-discipline and boosting confidence by being able to easily manage the stress which will improve your focus and productivity.





## CLEAR CONCISE AND COMPELLING SPEECH/ PUBLISHING SPEAKING



Duration: 6 hours (2 days)  
 Venue: In-person  
 Trainer: Mr. Eric Glover  
 Language: English  
 Rate: \$650/Members  
 \$850/Non-members  
 Up to 8 employees per session.

### COURSE OUTLINE

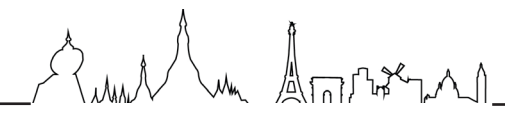
- Practical tools to prepare a speech or presentation
- Analysing audience
- Practice dynamic gestures and motions on stage
- Prepare for Q&A
- Improve your non-verbal communication

### METHODOLOGY

Many people have to make a speeches in front of a large public. When they are not used to it, they are often stressed. When they are used to it, often they speak in a “routine” way. This training corrects both of these biases. We work on a specific speech and we record the trainees while they talk, then we show them the video and we work very practically to improve both verbal and non-verbal communication.

### WHO SHOULD ATTEND?

This training is relevant for all person that has to speak in public and wants to be remembered as an “efficient guest speaker”.



## CONSTRUCTIVE FEEDBACK FOR BETTER TEAM WORK



Duration: 6 hours (3 days)  
 Venue: In-person  
 Trainer: English  
 Language: Mr. Eric Glover  
 Rate: \$500/Members  
 \$700/Non-members  
 Up to 8 employees per session.

### COURSE OUTLINE

- Be able to differentiate between feelings, needs, thoughts, and demands.
- Listen to people at a deeper level
- See the violence hidden in everyday judgements
- Practice a feedback technique with a template

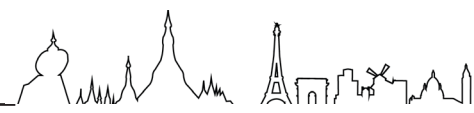
### METHODOLOGY

The training is based on experiential learning. Participants are involved, practice tools and analyze their behaviour, discuss insights and implement new knowledge in their work. Participants consult the trainer with individual needs. The knowledge conveyed during the training is based on best time management tools, behavioural psychology, Action Learning and best business practices. The Trainer adapts the program during the training to real-time challenges of the participants

### WHY SHOULD I CHOOSE THIS TRAINING?

Giving feedback can easily run the risk of being perceived as criticism ultimately alienating people instead of helping them learn and achieve goals. Most of us have never learned the skill, so we dread feedback. We have all experienced it as harmful - giving it as well as receiving it. However, there are strategies you can use to ensure you’re giving the right kind of feedback that will help your colleague understand how their behaviour impacts work. Giving feedback is a skill. And like all skills, it takes practice to get it right.





# CREATING THE MOST EFFECTIVE SLIDES DECK



Duration: 6 hours (2 days)  
 Venue: Zoom/In-person  
 Trainer: Dr. Giuseppe Sardone  
 Language: English  
 Rate: \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session.

## COURSE OUTLINE

Why (good) slides are important

- How to make good slides
- The principles of slide-writing
- Dos and Don'ts of slide-writing
- Examples and practice

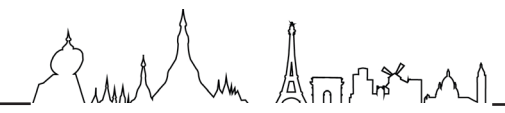
## METHODOLOGY

It is easy to prepare slides on PowerPoint, but it is not easy to put together an impactful, convincing and professional-looking deck. Whether it is to present a proposal to management, make a sales pitch to a client or show an assignment to a teacher, a good deck makes all the difference between professionals and amateurs.

In this short course, we will talk about how to develop slides that meet high standards and use slide elements, visuals and language effectively; how to apply practical steps and tips to designing and finalising your slides. You will apply what you have learned through a few hands-on exercises.

## WHO SHOULD ATTEND?

Anyone who is intimidated by PowerPoint or who wants to bring their slide-writing skills to the next level! This course assumes that participants are already somewhat familiar with PowerPoint or Google Slides.



# EFFECTIVE BASIC COMMUNICATIONS & TEAMWORK



Duration: 6 hours (2 days)  
 Venue: In-person  
 Trainer: Mr. Eric Glover  
 Language: English  
 Rate: \$500/Members  
 \$700/Non-Members  
 Up to 10 employees per session.

## COURSE OUTLINE

The basics of communication:

- The communication pattern
- The message
- Learning types
- Non-Verbal elements of communication
- Internal Communication
- Intercultural Communication
- Advocacy Communication

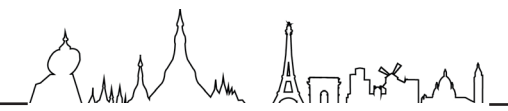
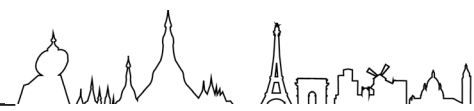
## METHODOLOGY

Communication is usually the most underestimated element of a company's strategy. Mainly, it is understood as "image", "brand" and "marketing", forgetting the key point: human resources. This major mistake often creates misunderstandings – due to poor communication - and prevents staff to reach their best efficiency. We can train people all and every step and technic of communication:

All these training are normally a one-day session (6 hours) for each topic. However, they can be adapted to a two days training to provide practical exercises, including exercises linked to the work background of the participants, depending on how much practice is wanted.

## WHY SHOULD I CHOOSE THIS TRAINING?

This training course can be of an assist in communication among team members, boosts morale, and help to communicate effectively with each other. Good communication within a team allows for the better exchange of ideas, execution of projects and cooperation amongst team members. Good communication in the workplace ensures employees have the information they need to perform well, builds a positive work environment, and eliminates inefficiencies.



## BOARD/COMPANY SECRETARY PROGRAM



Duration: 1.5 days  
 Venue: Zoom  
 Partner: MIOD  
 Language: English/Myanmar  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 10 employees per session.

### COURSE OUTLINE

The Board/Company Secretary provides a key role in supporting the board. This 1.5 days program is intended for those who need to understand the breadth and scope of the role and responsibilities of both directors and those who support boards and in particular Companies.

This program will discuss the role of a company secretary and provide practical instruction in relation to fulfilling that role in the context of the Myanmar Companies Law 2017 (MCL) and the requirements of the Directorate of Investment and Company Administration (DICA), including looking at key company secretarial regulatory compliance requirements under the MCL. Participants will be provided with a range of example documents to assist them in managing their own company secretarial activities.

By the end of the program, you will understand:

- The core responsibilities of a Company Secretary/ Governance Professional
- The legal and regulatory components of Statutory Compliance in Myanmar for different types of company
- External reporting
- Meeting Management; including types of meetings, conflicts of interest, minutes, and timelines
- Director Duties. Basic Corporate Governance; including governance codes and approaches at international and Myanmar levels

### WHO SHOULD ATTEND?

It is also relevant to those professional who are directly involved in board support and board information preparation and presentation to help them provide to their boards the best quality board support and to enable them to consider what practical steps they can take to deliver better quality board support.

## LEARNERS COMMENT



“We have been sending our team to different trainings organized by CCI France Myanmar for a few times now.

Not only we have good feedback from our team but we also see significant improvements as a result of these trainings.

What I appreciate most is that all the lecturers are well experienced and able to encourage the team to place theories into actual business practices. Would definitely recommend to anyone!”

**Zarchi Damloup**

**Managing Director**

**Akhuka Productions**



“Strengthening the results of our HR department has been an important aspect of our corporate goals as it is an essential part of our activity. The training of our team by empowering their skills and confidence was the first step to take in order to achieve this target.

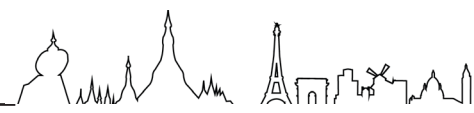
The relationship of trust we have with the CCI France Myanmar has naturally led us to ask for their support and expertise in training. Our staff was able to benefit from a high quality training session which allowed them to find solutions to the difficulties they faced and set new goals of success in their work.”

**Jean de Soyres**

**Country Manager**

**SeaOwl**





## PREPARING FOR YOUR FIRST DIRECTORSHIP



Duration: 2 hours

Venue: Zoom

Partner: MIOD

Language: English/Myanmar

Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)

Up to 10 employees per session.

### COURSE OUTLINE

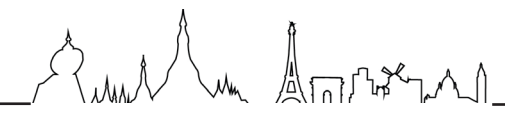
This program is designed to help directors embarking on a first board role with key points to consider and prepare for so that they can execute their board responsibilities with confidence and success. The program is comprised of the key learning points where senior global board professionals will share their deep expertise and answer questions from attendees.

### LEARNING OUTCOMES:

- Know the role and responsibilities of boards and how they operate
- Identify the key functions and committees of a board
- Recognize how different types of organizations require varying board structures
- Understand the role of the director and different types of directors
- Evaluate the skills and attributes required to be an effective director

### WHO SHOULD ATTEND?

Board directors embarking on their first board role, aspiring board directors, board directors wishing to have a refresher course on board roles, senior management interacting with boards.



## UNDERSTANDING AND WORKING WITH THE BOARD



Duration: 4 hours

Venue: Zoom

Partner: MIOD

Language: English/Myanmar

Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)

Up to 10 employees per session.

### COURSE OUTLINE

This program provides the fundamentals of the corporate governance framework and helps directors and executives develop a plan for implementing effective governance practices in their companies.

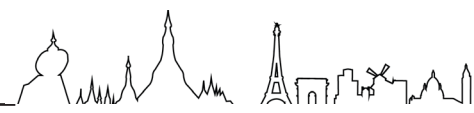
Developed based on IFC methodology, the program is facilitated by directors, industry experts, and corporate governance professionals. It is delivered through interactive and dynamic sessions, aiming to:

- Explain the basic corporate governance principles and why they are important for Myanmar companies
- Examine the role, structure, and function of the board of directors
- Present best practices to improve management control functions, including audit, risk, and internal control.
- Present other pertinent governance topics such as shareholder rights, conduct, and disclosure

### WHO SHOULD ATTEND?

Board members, senior management of corporations, public sector and non-profit organisations and senior partners of professional firms who interact with boards and would like to understand the essentials of corporate governance.





# HOW TO WORK WELL WITH FOREIGNERS



Duration: 6 hours

\*3 hours courses are also available

Venue: Zoom/In-person

Trainer: Ms. Hana Bui

Language: English

Rate: \$900/Members  
\$1100/Non-members

10% OFF for NGO & INGO

Up to 7 employees per session.  
*Coaching, tailor-made, interactive*

## WHO SHOULD ATTEND?

Coaching, tailor-made, interactive for a group of 7 Myanmar nationals (max) with good English skills.

## COURSE OUTLINE

### 1. Culture and overcome the culture shock working with foreigners (i.e. French, German, British, American, Australian people etc.)

- Understand culture – Seeing things from different perspectives
- Understand culture – The visible and invisible parts of culture
- Understand your own culture to understand other cultures
- Overcome the culture shock to work in the globalized world

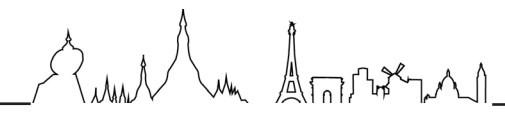
### 2. Understand the culture

- A sketch of the country: geography, history, economy, and its symbols
- Comparing cultures: the key culture values of the country vs Myanmar key culture values
- The Culture Gaps: Your own culture vs the country's culture

### 3. How to work well with foreigners?

- How to communicate and work well with the country's people/foreigners?
- How would you adapt for working with the country's people/foreigners?
- How to foster relationships and build up trust with the country's people/foreigners?
- How to communicate effectively with the country's people/foreigners when working remotely?

### 4. Reflection and Key handy tips in a page



# WORKING AND LIVING IN MYANMAR



Duration: 6 hours

\*3 hours, 1.5 hours courses are also available

Venue: Zoom/ In-person

Trainer: Ms. Hana Bui

Language: English

Rate: \$900/Members  
\$1100/Non-members

\*10% OFF for NGO & INGO

Up to 3 expatriates per session.  
*Coaching, tailor-made, interactive*

## WHO SHOULD ATTEND?

- Expatriates working in Myanmar and coming to Myanmar
- Expatriates managing teams in Myanmar remotely.

## COURSE OUTLINE

### 1. Culture and the expats' biggest challenge of working overseas

- Culture shock and the adjustment curve
- The visible and invisible parts of culture
- Understand your cultural heritage to understand other cultures.
- The biggest challenge of expats working overseas

### 2. Understand Myanmar culture

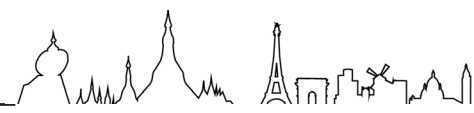
- A sketch of the country: geography, history, politics, economy
- Key 6 cultures values of the country, plus key beliefs and attitudes
- Cultural diversity in Myanmar
- The Culture Contrast and Gaps: Your own culture vs Myanmar culture
- How would you adapt your approach for working with Myanmar people?

### 3. Working in Myanmar (Culture shapes management practices)

- The biggest challenge of expats working overseas and in Myanmar
- The local business culture, business practices and business etiquette
- How to communicate and manage local colleagues
- How to foster relationships and build up trust with local colleagues and partners?
- How to communicate effectively with Myanmar people when working remotely?

### 4. Living in Myanmar (When in Rome, do as the Romans do)

### 5. Reflection and Key handy tips in a page



## BASIC SET UP OF YOUR ORGANIZATION'S DIGITAL PRESENCE



Duration: 6 hours  
 Venue: In-person  
 Trainer: Ms. Carine Leport  
 Language: English  
 Rate: \$450/Members  
 \$650/Non-members

Up to 10 employees per session.

### WHO SHOULD ATTEND?

This course is suitable for any company, organization, start-ups, entrepreneurs who is new to digital platforms.

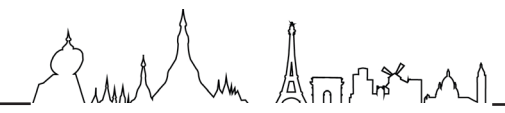
Newly opened SMEs or those who would like to improve their digital presence and do not know where to start would benefit from this session. Learners do not need marketing experience, but they have basic internet navigation skills and are eager to participate and connect in social media.

### COURSE OUTLINE

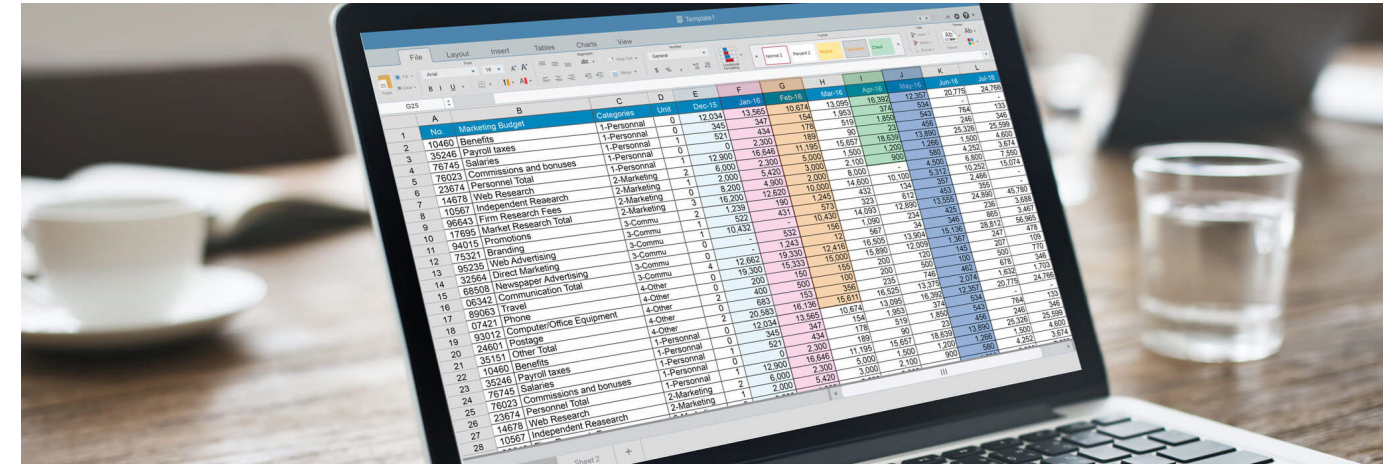
This course will equip you with the fundamental knowledge on how to set your digital presence in popular platforms in Myanmar: Google, Facebook, Instagram, YouTube, and Viber.

The course will cover the following practical aspects:

- Overview of the popular digital channels in Myanmar.
- Introduction to search engine optimisation (SEO) – how Google algorithms work and tips to get visibility in google searches.
- Setting up your Business Google profile and understanding its link to google maps and SEO.
- Exploring Facebook and Instagram's Business Manager platforms
- Benefitting from a YouTube business account
- Defining a brand, tone, and voice for your social media presence.



## EXCEL SKILLS FOR BUSINESS PROFESSIONALS



Duration: 6 hours (2 days)  
 Venue: Zoom  
 Partner: MLR Company Ltd.  
 Language: English  
 Rate: \$800/Members  
 \$900/Non-Members

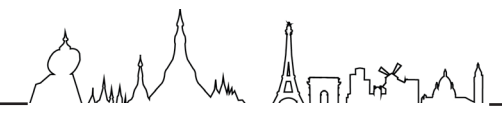
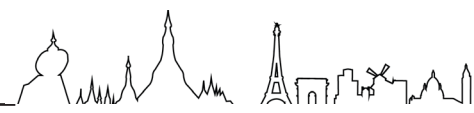
Up to 15 employees per session.

### COURSE OUTLINE

From beginner to advanced level, this course has been design to provide practical guidance and support to help you become more comfortable and more efficient using EXCEL.

- Key foundations of EXCEL
- How to perform calculation more efficiently
- Essential formulas and syntax
- Time saving tips
- Practical case entirely based on client's needs





## EXCEL ADVANCED SKILLS FOR BUSINESS



Duration: 6 hours (2 days)  
 Venue: In-person  
 Trainer: Ms. Carine Leport  
 Language: English  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 10 employees per session.

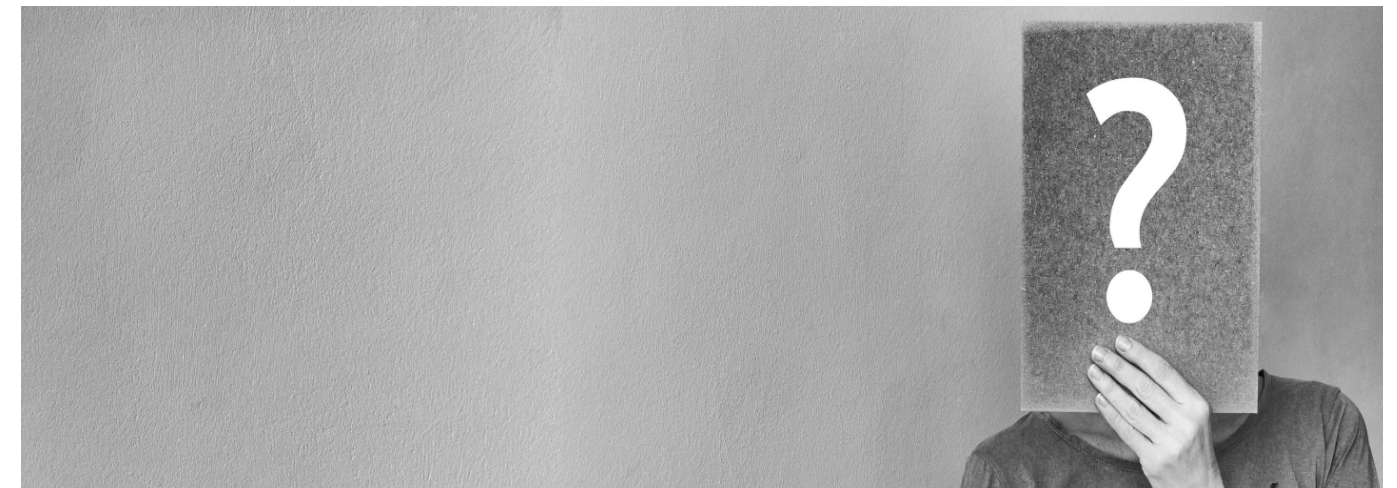
### COURSE OUTLINE

Developing your team to confidently operate Excel software means adding highly valuable human resources to your company. This course is targeted to intermediate Excel users and aims to develop skills in creating effective spreadsheets and managing large sets of data.

This course will cover:

- Mastering the use of common Excel functions: SUMIF, COUNTIF, LOOKUP, AVERAGE, INDEX/MATCH, CONCATENATE, MIN/MAX, TRIM, LEFT/RIGHT, IFERROR, AND/OR/NOT
- Advanced Sort and Filters
- Managing dates in Excel

## ASKING THE RIGHT QUESTION



Duration: 6 hours (2 days)  
 Venue: In-person  
 Partner: Wall Street English  
 Language: English  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 15 employees per session.

### COURSE OUTLINE

We ask questions every day. But we have never thought about whether we are asking the right questions or not. If the question that you ask is not right, how can you get the right answer that you are seeking? Asking the right question is not just language but it's a skill set that everyone should have.

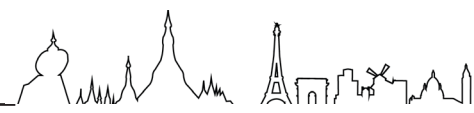
This training will be able to show the gaps in knowledge and understanding and scaffold the development of understanding. You will discover the individual way of thinking and applying specific mindsets. The key point is that if you give the right question, you will tend to get the right answer. Not only that, but you will also learn how to take control of the conversation if you ask the right questions and it will make you more efficient in your daily work.

### WHY SHOULD I CHOOSE THIS TRAINING?

Anyone who wants to learn the basics of finance:

- Entrepreneurs
- Directors
- HR employees
- Marketing
- Sales department, etc...





## DELIVERING A PERFECT BUSINESS PITCH IN ENGLISH



### Delivering a Perfect Business Pitch in English



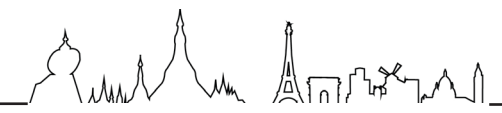
Duration: 6 hours (2 days)  
 Venue: In-person  
 Partner: Wall Street English  
 Language: English  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 15 employees per session.

#### COURSE OUTLINE

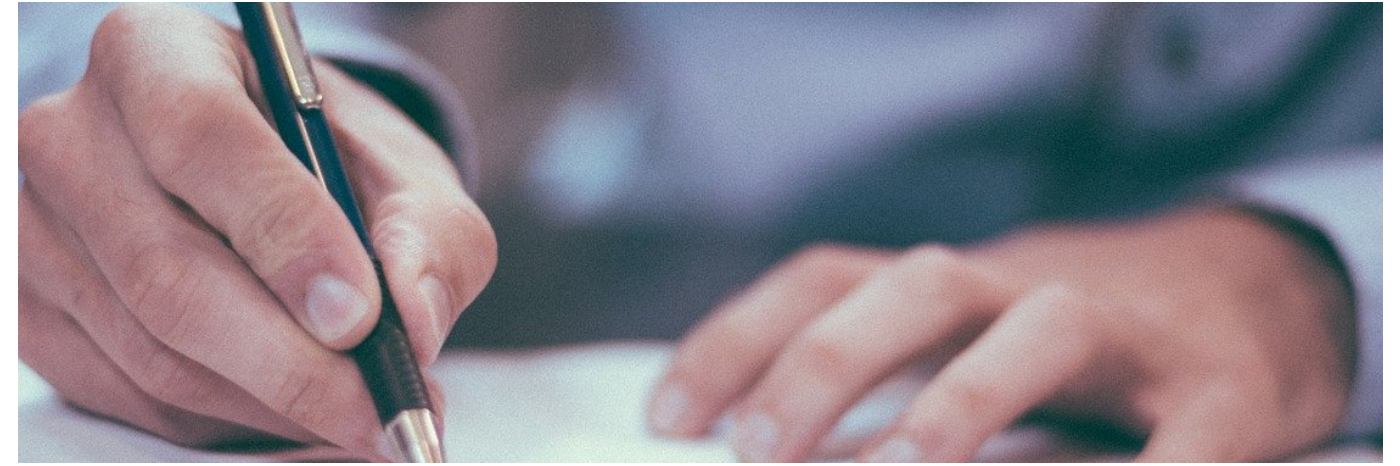
- English vocabulary and terms for your business pitch
- English to make your business solution compelling
- English for selling yourself or an idea (Elevator Pitch)
- English for asking and answering questions in English during your pitch

#### WHY SHOULD I CHOOSE THIS TRAINING?

This course will be suitable for any non-native English speakers who works in Sales, Operation, Marketing, Partnership, Public & Corporate Sales, Relationship Affairs to get the right usage of English words in a short session of meeting with clients/customers.



## ENGLISH FOR EFFECTIVE BUSINESS WRITING



Duration: 6 hours (2 days)  
 Venue: In-person  
 Partner: Wall Street English  
 Language: English  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 15 employees per session.

#### COURSE OUTLINE

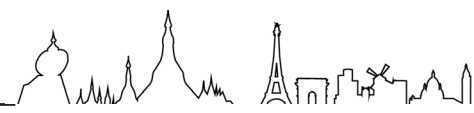
This topic will help participant to write business email, proposal, presentation and reports more effectively and communicate well and understand the:

- Common words or phrases used in Business writing
- Do's and Don'ts while Writing Emails
- Characteristics of Formal and Informal Business writing

#### WHY SHOULD I CHOOSE THIS TRAINING?

English is the most widely used language in the business world so having an excellent knowledge of it became essential to employees.

This course will enable you to clearly communicate your ideas through writing.



## ENGLISH FOR CAREER DEVELOPMENT



Duration: 6 hours (2 days)  
 Venue: In- Person  
 Partner: Wall Street English  
 Language: English  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 15 employees per session.

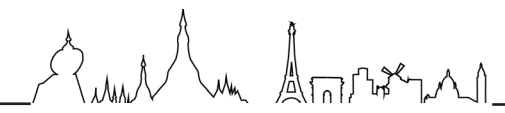
### COURSE OUTLINE

- Useful English Vocabularies and Terms for Interviews
- Writing effective job application in English
- Building your vocabulary and language skills to achieve your professional goals

You may explore more career opportunities and step up your career path with multinational companies while building your vocabulary and improving your language skills to reach your professional goals.

### WHO SHOULD ATTEND?

Non-native English speakers who would like to ladder up their English skills in advancing their careers in international context should join this course.



## BASIC MANAGEMENT



Duration: 12 hours (2 days)  
 Venue: In-person  
 Trainer: Mr. Eric Glover  
 Language: English  
 Rate: \$1300/Members  
 \$1500/Non-members  
 Up to 8 employees per session.

### COURSE OUTLINE

Anyone can become a good manager. But this is granted to no one. Proper and efficient management can be learnt and this is all this course is about.

What is a manager? The various level of management

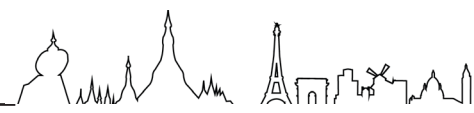
- The basic management skills:
  1. Planning
  2. Organising
  3. Coaching and Delivering
  4. Monitoring
- Constructive feedback
- How to properly delegate
- Timing
- How to measure working performance
- How to handle conflicts and dispute
- How to develop staff motivation

### WHY SHOULD I CHOOSE THIS TRAINING?

Basic managerial skill is the foundation of the management skills pyramid. Any beginning manager must master all basis managerial skills such as conceptual skills, technical skills, and interpersonal skills to be successful in their roles.

Good management skills are vital for every organization to succeed and achieve its goals and objectives effectively and efficiently.





## FROM MANAGER TO LEADER



Duration: 6 hours (2 days)  
 Venue: Zoom/In-person  
 Trainer: Ms. Catherine Chai  
 Language: English  
 Rate: \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session.

### COURSE OUTLINE

This course will provide you with proven strategies to transition from manager to leader, incorporating new skills and habits into your workflow that will establish you as a leader and enable you to make a more significant impact. You'll discover new ways to enhance your personal growth, increasing your influence and emotional intelligence. Participants will learn:

- The difference between manager and leader
- How to develop executive presence
- How to lead with purpose
- How to develop your team for greater performance
- Common mistakes that crush your leadership credibility

### METHODOLOGY

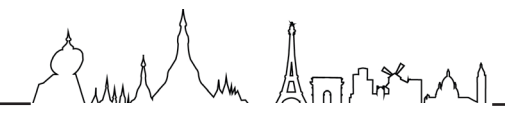
This course is mostly hands-on and interactive; 30% concept and 70% experiential application. The course includes the use of:

- Role-plays
- Case studies
- Group discussions
- Self-evaluation and feedback

### WHY THIS TRAINING?

This course is meant for:

- Managers that have not had in depth leadership training
- Managers who are struggling to lead and wants to learn new and effective



## MANAGE DIFFICULT PEOPLE AT WORK



Duration: 6 hours (2 days)  
 Venue: Zoom  
 Trainer: Ms. Ania Muchnika  
 Language: English  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 15 employees per session.

### COURSE OUTLINE

- Handle potentially emotional employee issues in an unemotional, businesslike way
- Learn diligent documentation when managing difficult employees & adhering closely to company procedures
- Understand what it means to manage an employee "up or out"
- 5 dysfunctions of a team that start with management

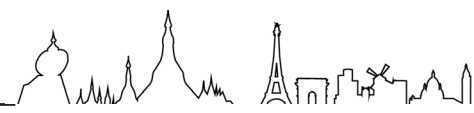
### WHY THIS TRAINING?

Having to manage difficult employees is a challenge that some company face nowadays. It can cost time and energy as well as causing stress, anxiety follow by loss of money. This course can provide a logical framework to aid managers to easily solve professionally without personal emotion involved. This course will discuss on why it's important to assess employee talent levels and understand employee motivations. Additional to this, you will learn the importance of managing someone "up or out", the reasons for diligent documentation, and the need to adhere closely to company policies in delicate personnel matters.

### METHODOLOGY

The training is based on experiential learning. Participants are involved, practice tools and analyze their behavior, discuss insights and implement new knowledge in their work. Participants consult the trainer with individual needs. The knowledge conveyed during the training is based on best time management tools, behavioral psychology, Action Learning and best practice in business. The Trainer adapts the program during the training to real-time challenges of the participants.

The course includes management cases, practice of tools plus questions for reflection.



# MANAGING AND COACHING TEAMS TO SUCCESS



Duration: 24 hours (8 days)  
 Venue: Zoom  
 Trainer: Ms. Ania Muchnika  
 Language: English  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 15 employees per session.

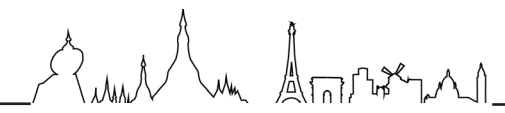
## COURSE OUTLINE

- Understand main dysfunctions in a team & solutions case study
- Problem solving & Leadership skills in practice with Action Learning
- Time management tool & Planning work and executing in practice
- Coaching employees & active listening
- Presenting ideas online with PPT like in a meeting
- Communication tools in multicultural team to manage conflicts
- Managing change and psychology at work
- Giving constructive feedback to help people grow and learn

The training will be conducted with active methods involving all participants, both during experiences, mini lectures, group and individual exercises and discussions based on the most effective method of adult learning. Each participant will know their predispositions, acquire new skills during the exercises, and will be able to express their views and share their experience during the discussion. Participants can count on unresolved issues thanks to consultations with the trainer. The knowledge conveyed during the training is based on the achievements of contemporary social and positive psychology, the Action Learning by World Institute for Action Learning method and modern psychology of management.

## WHY SHOULD I CHOOSE THIS TRAINING?

Employees practice in the online classroom and immediately apply what they learn at work. Every week they come back with questions and deepen their understanding of the tools learned. Progress and transformation are visible from the first week and build up over a follow up of each days of training. The trainees gain confidence as a result of success they achieve at work applying the tools. The trainer has time to guide them and help them apply it correctly.



# STEPS TO BECOME A SUCCESSFUL SUPERVISOR



Duration: 9 hours (2 days)  
 Venue: Zoom  
 Trainer: Ms. Carine Le Port  
 Language: English  
 Rate: \$300/module for Members  
 \$400/module for Non-members  
 Up to 15 employees per session.

## COURSE OUTLINE

### Decision making (3 hrs)

- Introduction to problem solving techniques
- Evaluating options
- Avoiding common decision making mistakes

### Team Management Skills (3 hrs)

- Delegating
- Motivating your team
- Coaching your team

### Positive discipline (3 hrs)

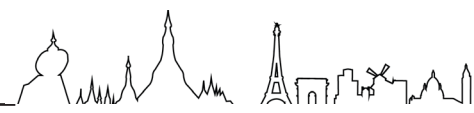
- Myanmar legal framework on discipline
- Positive discipline process
- Effective communication in challenging situations

## WHO SHOULD ATTEND?

Any recently appointed manager wanting to overcome many of the supervisory problems and challenges they may encounter in their new function. Any manager convinced that leading a group does imply to be flexible and open to change, prompt to react and adapt goal and path, and that the adhesion of the entire group to their project is the best way to make it happens.

\*Pick up the module you want!





## CREATING A WINNING EMPLOYER BRAND TO ATTRACT AND RETAIN TALENT



Duration: 6 hours (2 days)  
 Venue: Zoom/In-person  
 Trainer: Ms. Catherine Chai  
 Language: English  
 Rate: \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session.

### COURSE OUTLINE

In this course, we'll cover why employer branding matters in the age of transparency, how organizations can build their brands both with large and small budgets, and how to track the effectiveness of your employer branding efforts. By the end of the course, you'll create an employer brand strategy or enhance an existing one.

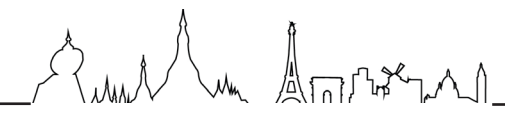
- What is Employer Branding
- Components of Employer Brand Strategy
- Different types of positioning strategies
- How to build engagement with prospective, current and future employees
- How to align internal and external messages
- How to get your employees behind the employer brand
- How to manage the employee/employer experience

This program is highly experiential in nature, minimum but meaningful concept inputs will be given, followed by discussion and exercises on local, regional as well as global brands.

### METHODOLOGY

The course includes the use of:

- Case studies
- Best practices
- Group discussion
- Workbook
- Self-evaluation and feedback



## FROM BLAND TO BRAND



Duration: 6 hours (2 days)  
 Venue: Zoom/In-person  
 Trainer: Ms. Catherine Chai  
 Language: English  
 Rate: \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session.

Brand building has been widely acknowledged as an effective tool to help businesses to differentiate themselves to achieve long term profitability. This two-day practical and intensive workshop is specially designed to provide businesses and organizations with a clear step-by-step guide to build a successful brand. The workshop is packed with insights from both global and Asian brands that can be implemented quickly.

### COURSE OUTLINE

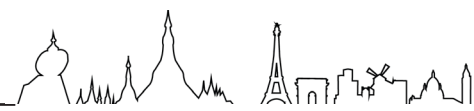
- How to create a robust brand strategy blueprint
- How to determine the brand sweet spot that is relevant and compelling to the target audience
- How to rebrand, reposition and refresh a tired brand
- How to align everyone in the organization towards the same brand direction
- BROCC Branding Building framework

### METHODOLOGY

The course includes the use of:

- Case analysis
- Group discussion
- Workbook
- Brand creation exercise





# HOW TO UNLOCK YOUR CREATIVITY



Duration: 6 hours (2 days)  
 Venue: Zoom/In-person  
 Trainer: Ms. Catherine Chai  
 Language: English  
 Rate: \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session.

## COURSE OUTLINE

According to LinkedIn, one of the most in-demand job skills is Creativity. Regardless of how many machines work beside us, it is our innate, human skills, such as our Creativity, that will hold the highest value. At work, Creativity helps you bring new, inventive ideas to the table, and it enables you to be a force for change in your organization. In your personal life, Creativity allows you to improve your quality of health and life. It helps you deal with uncertainties and personal challenges with swift, decisive action. In one word, Creativity is essential.

### Day 1

Identify your creative thinking characteristics  
 Learn 5 types of effective creativity tools and techniques

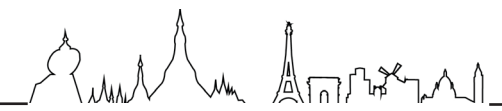
### Day 2

Applying creativity to problems/issues/goals  
 Nourishing creativity  
 Action plan

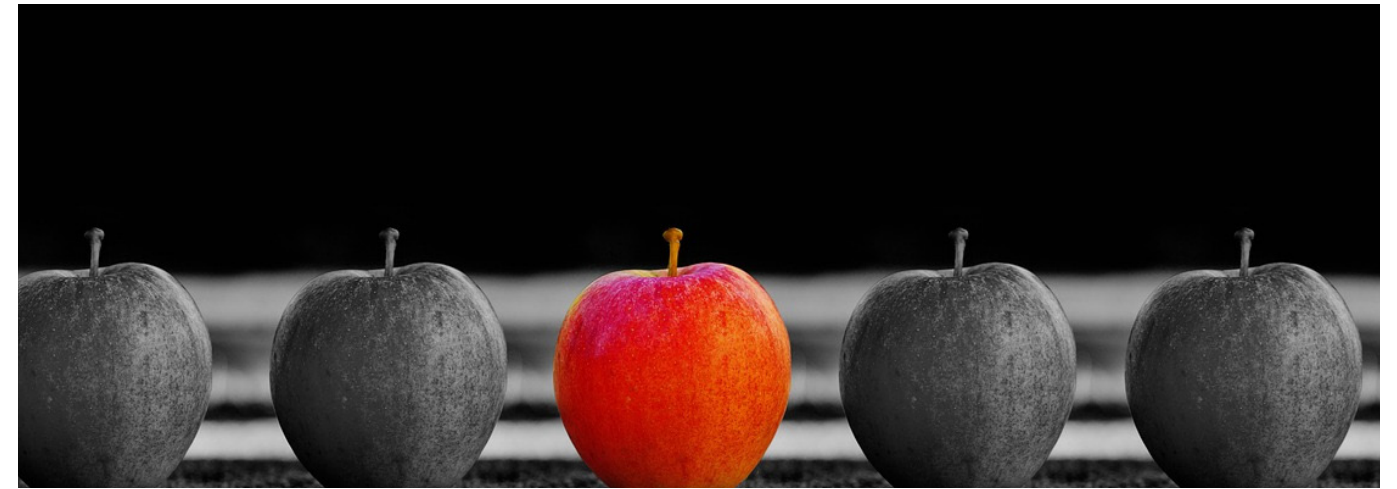
## METHODOLOGY

The course includes the use of:

- Case studies
- Best practices
- Group discussion
- workbook
- Self-evaluation and feedback



# WOW YOUR CUSTOMERS\_ How to design a memorable and meaningful customer experience



Duration: 6 hours (2 days)  
 Venue: Zoom/In-person  
 Trainer: Ms. Catherine Chai  
 Language: English  
 Rate: \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session.

## COURSE OUTLINE

In this workshop you'll learn how to use Service Blueprinting, a powerful, versatile and practical technique that is used for service improvement and innovation in many of the successful companies across the world.

- Understand the key attributes of service
- Mystery audit field trip - participants will visit a service provider and "rate their customer experience"
- Understand service blueprinting framework
- Identify service "pain" points and "wow" points
- Identify the key service attributes that truly matters
- Creating the service blueprint

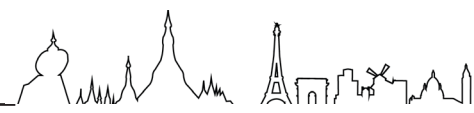
## METHODOLOGY

This course is highly hands-on and interactive; 30% concept and 70% practice.

The course includes the use of:

- Group discussion
- Worksheets
- Live "field-audit"
- Mapping technique
- Self-evaluation and feedback





# OPERATIONS MANAGEMENT



Duration: 6 hours (2 days)  
 Venue: In-person  
 Trainer: U Win Thu Aung  
 Language: English/Myanmar  
 Rate: \$700/Members  
 \$900/Non-Members  
 Up to 15 employees per session.

## COURSE OUTLINE

### Module 1

1. Managing operation strategically
2. The role of Operation Management in an organization
3. Goods and Services differentiation
4. How operation management can help to implement business strategy

### Module 2

1. Operation Management for Competitiveness
2. Productivity and Efficiency
3. Managing process and product quality
4. Quality race (Total Quality Management, Six Sigma and Deming's PDCA cycle)

### Module 3

1. Forecasting and Capacity Planning
2. Demand forecasting methods
3. Linear regression and Poisson method
4. Capacity cushion and demand manipulation

### Module 4

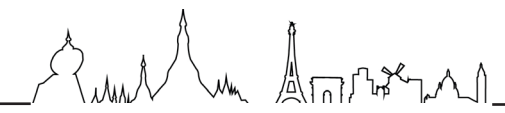
1. Designing Facility Layout
2. Process Improvement methods
3. Lean Management Techniques
4. 5s, Kaizen and Poke-Yoke

### Module 5

1. Management Information Systems in operations
2. Master Production Schedule, Material Requirement Planning (MRP)
3. Enterprise Resource Planning (ERP)
4. Work and Method Study

## WHY SHOULD I CHOOSE THIS TRAINING?

This course examines the broad areas and principles of operations management and demonstrates how they must link together to achieve the operations objectives of the organization as a whole. The participants should be able to explain the role of operations management in the strategic management of organizations and supply chains.



# SALES PROFESSIONALS FUNDAMENTALS



Duration: 6 hours (2 days)  
 Venue: Zoom  
 Trainer: Ms. Ania Muchnicka  
 Language: English  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 15 employees per session.

## COURSE OUTLINE

- Fundamental powerful skills you must have to succeed in sales
- Understand your customer and their need to adapt your selling offer
- Create compelling products and services value proposal customers want to buy
- Modules will be adapted to the specific group's needs and dynamics

## WHO SHOULD ATTEND?

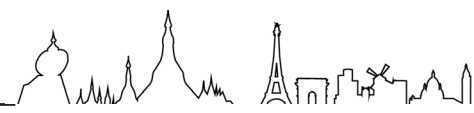
Myanmar all level salespeople who want to improve their skills through practice. Foreigners working in Myanmar who want to effectively sell and understand their Myanmar customers.

All employees who consider career in sales or want to improve sales skills. It will be a great occasion to learn from professionals in a safe environment and network.

## WHY YOU SHOULD ATTEND?

Any successful business has these two things in common: a great product and a stellar marketing/sales people who believe in what they do.

These skills are not to be learned from a book. You need to practice them and thoroughly analyse your service, customer and your company's marketing strategy. Can you access the almost limitless mental resources you possess? We will take a look at how you can use tools to help you sell better, present better and relate better to your clients.



## TOP 5 SALES STRATEGIES & TIPS TO CREATE MILLION DOLLARS ENTERPRISES



Duration: 6 hours (2 days)  
 Venue: In-person  
 Trainer: Ms. Kim Loc Tran  
 Language: English  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 15 employees per session.

### WHO SHOULD ATTEND?

- For the salesman, middle manager, small business shop owners
- Any one who wants to open new business, launch product to the market, have strategy to multiple revenue, create strong sales team

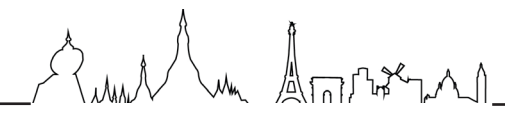
### COURSE OUTLINE

Do you have ever questioned:

- Why you have good products but you can sell to customer?
- Why are other products not good as you but people still keep buying from your competitors?
- Why do customers just asked products but never buy?
- Why are your salesman turnover very quickly?
- How do you overcome these problems?

All your concern can be solved within our course:

- Sales Mindset
- How to approach market to sell
- 3 phases to attract customers come to your company
- 8+2 steps to set up sales systems which keeps loyal customers and new customers to come
- Sales formula to multiple your sales as much as you want



## ACCOUNTING FOUNDATIONS FOR NON FINANCE MANAGERS AND ENTREPRENEURS



Duration: 6 hours (2 days)  
 Venue: Zoom  
 Partner: MLR Company Ltd.  
 Language: English  
 Rate: \$800/Members  
 \$900/Non-members  
 Up to 15 employees per session.

### WHO SHOULD ATTEND?

Entrepreneurs and anyone interested in learning accounting and finance foundations:

- Directors
- Sales Managers
- HR

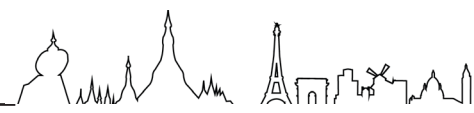
### COURSE OUTLINE

Accounting Foundations for Entrepreneur and non-Finance Managers Course provides introduction to all different basic types of accounting, from bookkeeping to tax accounting and provide practical insight on how accounting influence decision making.

In this course, elements below will be covered:

- Common foundations of accounting and finance
- Uses and understanding of financial statements
- (Balance Sheet, Income Statement, Cash flow statement)
- Discovery and analysis of main financial ratios





## BUILDING EFFECTIVENESS IN YOUR HR DEPARTMENT



Duration: 6 hours (2 days)  
 Venue: In-person  
 Trainer: Ms. Carine Leport  
 Language: English  
 Rate: \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session.

### COURSE OUTLINE

Getting HR right from the start has a massive impact on the success of an organization. This training aim to provide HR from SMEs in Myanmar guidance and tools to set up or optimize their HR operations following well proven international procedures and Myanmar government requirements.

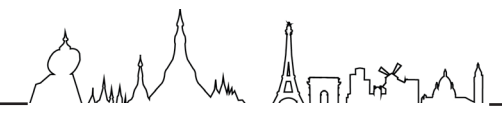
The course will cover the following practical aspects:

- Organizing employee records and establishing a record-keeping process
- Formalizing policies and creating an employee handbook
- Establishing bases of recruiting and onboarding processes
- Setting up payroll procedure, documentation, and audit systems
- Creating any disciplinary procedure documents and termination records complying to Myanmar labor law.

### WHO SHOULD ATTEND?

Anyone who is responsible for:

- Recruitment
- Training
- Career development
- Employee relations
- Employee laws
- Business functions



## BUSINESS AND ENVIRONMENT



Duration: 6 hours (2 days)  
 Venue: In-person  
 Trainer: Mr. Eric Glover  
 Language: English  
 Rate: \$650/Members  
 \$850/Non-Members  
 Up to 8 employees per session.

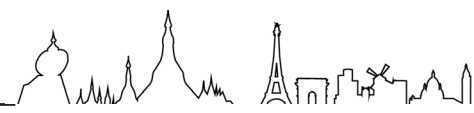
### COURSE OUTLINE

Days of careless business are over: environment is today a major issue any business expecting to develop needs to take into account. This training will allow participants to develop their awareness and knowledge of environmental issues for a company, with of course a lot of examples linked to their own organisation and to Myanmar background.

- Understanding the coming environmental challenges for businesses
- Discover the ISO14001, the Environmental Quality Management Standards
- What is sustainability?
- How to take sustainability into your company: monitoring and improving your environmental footprint

### WHO SHOULD ATTEND?

Anyone in a management or supervisory role who want to learn about how organisations can benefit from positive environmental engagement. Responsible businesses, HSE, Sustainable responsible should join this session.



## CRISIS MANAGEMENT



Duration: 10 hours (2 days)  
 Venue: In-person  
 Trainer: U Win Thu Aung  
 Language: English/Myanmar  
 Rate: \$700/Members  
 \$900/Non-members

Up to 15 employees per session.

### Module 1

1. Differences between crisis and risk management
2. Defining the crisis
3. How does the effective crisis management impact the business?
4. Crisis Management Basics

### Module 2

1. Stages of crisis management
2. Establishing the crisis management team
3. Identifying a crisis
4. Developing a crisis management plan

### Module 3

1. The role of leadership in a crisis
2. Methods of the Effective communication during crisis
3. Monitoring & Controlling the crisis (Internal & External View)
4. Roles and Responsibilities of Crisis Manager and Team Members

### Module 4

1. Strategizing business continuity plan during the crisis
2. Developing emergency response system
3. Damage assessment (Quantitative & Qualitative)
4. Monitoring and Controlling risks with crisis response checklist

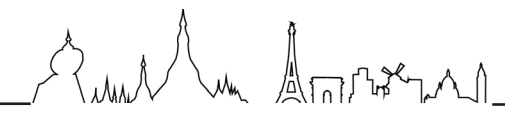
### Module 5

1. Putting crisis into action
2. Emergency response scenarios
3. Evaluating crisis responses
4. Contingency planning

### WHY SHOULD I CHOOSE THIS TRAINING?

By successfully completing this course, participants will be able to:

- Identify what a crisis is.
- Define the stages of a crisis.
- Describe how to establish a crisis management team.
- Describe putting crisis management into action.
- Describe the emergency response scenarios.
- Develop contingency plans.
- Implement damage control with the use of a crisis management checklist.



## FINANCIAL MANAGEMENT



Duration: 6 hours (2 days)  
 Venue: In-person  
 Trainer: Ms. Kim Loc Tran  
 Language: English  
 Rate: \$800/Members  
 \$1000/Non-members

Up to 15 employees per session.

### WHY SHOULD I CHOOSE THIS TRAINING?

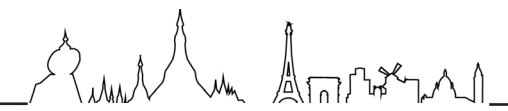
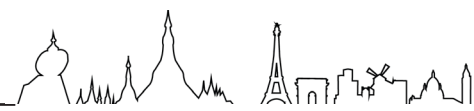
To solve:

- Issues in corporate and financial management
- Mistakes of business owners
- Mistakes in human resource management
- Mistakes in the company structure
- Learn concept of financial management

### COURSE OUTLINE

- Budget management
- Expense management
- Manage HR cost according to KPI
- Inventory management
- Salary Management
- How to calculate COGS
- Distinguish between accounting and finance
- Structure of the finance department
- Financial statement report
- Profit and loss report
- Balance sheet
- Cash flow table
- Definition, purpose, application of each report
- Basic Financial Ratio
- How to build company base on Financial Plan





## MANAGE YOUR STRESS, HANDLE DIFFICULT SITUATIONS AND BOOST YOUR CONFIDENCE



Duration: 6 hours (3 days)  
 Venue: Zoom  
 Trainer: Mrs. Raphaelle Vallarui  
 Language: English  
 Rate: \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session.

### WHY SHOULD YOU CHOOSE THIS TRAINING?

This workshop aim to improve inter-personal communication, handle their stress as well as the one from others and enhance the skills and the emotional intelligence of each participants. More specifically, the goals are to help each person to feel more confident, to reduce their stress, to be able to manage their emotions in their everyday work and in their personal life.

Each part will be interactive and not 'lecture' style, involving group work, discussions, training activities and role plays.

### COURSE OUTLINE

#### PART # 1 – Introduction (2 hours)

- How to better interact with people: clients, colleagues, (friends, family)
- How to better interact with people and solve communication problems
- Role playing. 1st impression exercise: 7 seconds, discussion on challenges, difficulties, situations to address - Brainstorming

#### PART # 2 – Stress (2 hours)

- How to manage it, reduce it? How to manage your emotions? Where does the stress come from?
- Negative emotions and their impact on your everyday work and life
- Exercise / Tool: Applying the basics of EFT

#### PART 3 – Feel powerful and confident (2 hours)

- How to shift your perceptions?
- Practice your public speaking skills on a real situation.
- Exercises / Tools: The Super Hero, The Circle of Excellence, Wonder woman
- Practice and implementation of previous exercises

## LEARNERS COMMENT



“We arranged a series of webinar: “Stress management Virtual Training Program” from CCI France Myanmar for our employees to know how to cope with stress and anxiety in their everyday work and personal life caused by this COVID - 19 outbreak. The trainer was excellent, and I found that the techniques offered for stress relief was very helpful and the exercises for relaxation were great.

I would like to express my thanks to the trainer, Mrs, Raphaelle Vallauri for all her efforts with us. The feedback from our employees were positive. Thank you for delivering the excellent training and I am glad to refer other people to choose the course.”

**Zin Hnaung Aye**

**Talent Management & Employer Branding Manager**

**JTI Myanmar**



“The training has been very inspiring and I’m really feeling delighted to have been able to be a part of that and can be able to try to continue with the wave approach on society with this positive emotion.

Very interesting content and technique with brilliant results. It’s been interesting, good learning and presented really well by CCI corporate training.

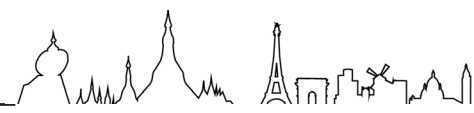
It was great to get the techniques and I can use them every day, anywhere, any time for any problem.

Empowering to know I can start to heal/fix myself. Loved how it incorporated all I’ve been learning on CCI ever.”

**Pyae Pyae Aung**

**Program Support Administrator**

**WWF-Myanmar**



## PROFESSIONAL ADMINISTRATIVE ASSISTANT

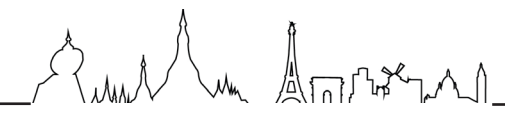


Duration: 24 hours (8 days)  
 Venue: Zoom  
 Trainer: Mrs. Ania Muchnika  
 Language: English  
 Rate: Contact us for more information at [business.executive@ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 15 employees per session.

### COURSE OUTLINE

- Sharpen verbal and written communication skills (e-mails, outlook, telephone)
- Plan your work effectively with a time management tool
- Learn how to take initiative, handle stressful situations and resolve conflicts at work
- Become a self-reliant problem solver with a tool
- Professionally deal with customers and co-workers
- Practice active listening and taking notes, asking questions and interview co-workers
- Organizing meetings and writing minutes
- Practice Power Point presentation and online public speaking

The training will be conducted with active methods involving all participants, both during experiences, mini lectures, group and individual exercises and discussions based on the most effective method of adult learning. Each participant will know their predispositions, acquire new skills during the exercises, and will be able to express their views and share their experience during the discussion. Participants can count on unresolved issues thanks to consultations with the trainer. The knowledge conveyed is based on the achievements of contemporary social and positive psychology, the Action Learning by World Institute for Action Learning method and modern psychology of management.



## PROJECT MANAGEMENT



Duration: 10 hours (3 days)  
 Venue: In-person  
 Trainer: U Win Thu Aung  
 Language: English/Myanmar  
 Rate: \$700/Members  
 \$900/Non-members  
 Up to 15 employees per session.

### WHY SHOULD YOU CHOOSE ?

Participants will be able to understand and implement simple tools and techniques of the main project management areas composed of: project scope management, project time management, project costs management, project HR management, project risk management, project communication management, project feasibility and client research.

- Understand the current state of the project management profession
- Apply project management tools and techniques
- Understand project management terminology and the core calculations
- Explore the appropriate methods to initiate, plan, execute, control and close projects

### COURSE OUTLINE

#### Module 1

1. Projects in Contemporary Organization
2. Project Life Cycle
3. Strategic Project Selection Models
4. Stakeholder Analysis

#### Module 2

1. Network Scheduling Techniques (Work Breakdown Structure, CPM & PERT)
2. Time and Activity Scheduling of the Project – Gantt Chart
3. Cost Estimation
4. Effective Negotiation & Conflict Management Techniques

#### Module 3

1. Project Control and Earned Value Analysis
2. Quality Management and Quality Control Tools
3. Monitoring & Evaluation of the Project (Internal & External View)
4. Roles and Responsibilities of Project Manager and Team Members

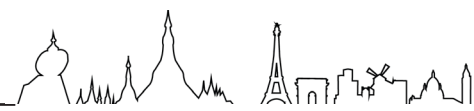
#### Module 4

1. The important of risk management
2. Project Constraints and the risk management process
3. Risk assessment (Quantitative & Qualitative)
4. Monitoring and Controlling risks with Risk Register

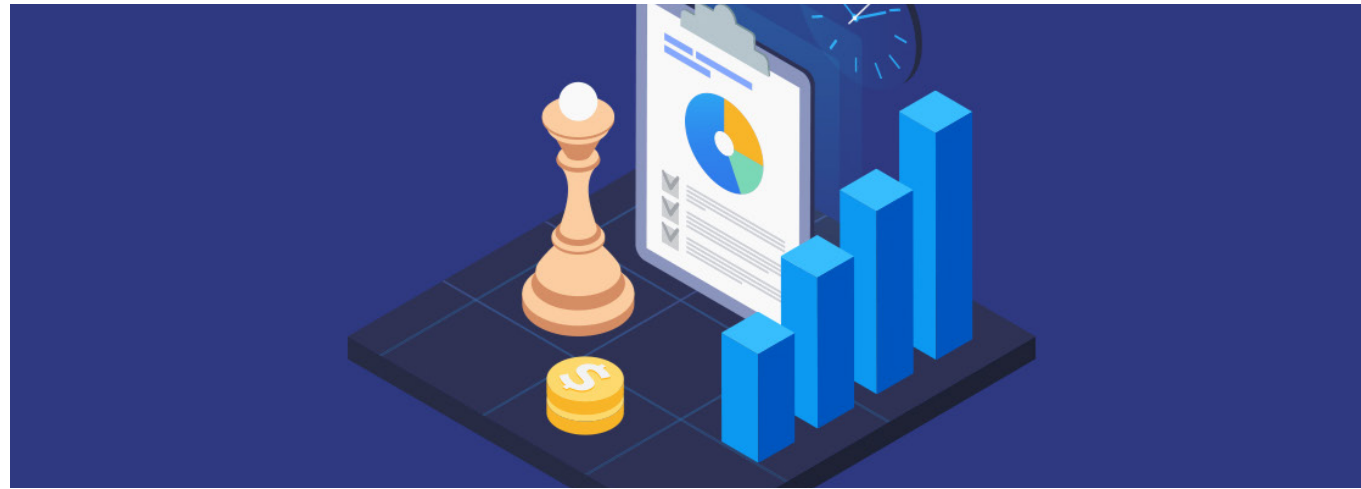
#### Module 5

1. Introduction to Project Client (Customer) Research
2. Quantitative and Qualitative analysis of the project clients
3. Client Market and Competitors Analysis
4. Project Proposal





## STRATEGIC PERFORMANCE MANAGEMENT



Duration: 10 hours (3 days)  
 Venue: Zoom/In-person  
 Trainer: Dr.Giuseppe Sardone/  
 U Win Thu Aung  
 Language: English/Myanmar  
 Rate: Contact us for more  
 information at [business.executive@  
 ccifrance-myanmar.org](mailto:business.executive@ccifrance-myanmar.org)  
 Up to 15 employees per session.

### COURSE OUTLINE

The course intends to equip the participants with a tool, the Balanced Scorecard (BSC), to measure and manage the implementation of a strategy through a Performance Management System. It includes:

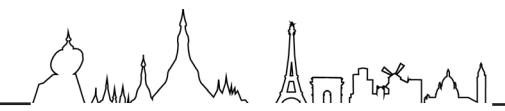
- Defining strategic goals
- Visualising and articulating goals on a Strategy Map
- Preparing the company BSC: translating Strategy Maps into measurements, targets, timelines and responsibilities
- Training the BSC controllers/auditors

Participants are expected to actively be involved in the design of their own Strategy Maps and in the monitoring of their performances.

### WHY SHOULD I CHOOSE THIS TRAINING?

Oftentimes important strategic decisions are left to the whims of the organization leaders without a process in place to translate those decisions into clear tasks for the employees and to measure the strategic accomplishments. When that happens, there is a sense of not having everybody's efforts aligned with the goals.

With this course, participants will be able to instil discipline into the strategic planning process and will enhance their organizations' ability to execute.



## TEAM BUILDING



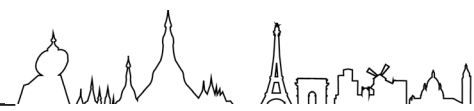
Duration: 18 hours (3 days)  
 Venue: In-person  
 Trainer: Mr. Eric Glover  
 Language: English  
 Rate: \$2000/Members  
 \$2200/Non-members  
 Up to 8 employees per session.

### COURSE OUTLINE

As much as your company develops, you have to recruit more and more. How to make sure your new staff will mix up nicely with the existing team? How to make them positively influence the existing team? How to avoid routine work? How to get the most out of everyone?

This is what this training is about:

- What is a team?
- What is social cohesion?
- How to make differences an asset?
- The Belbin test: who does what in a team?Balancing the team skills
- Team exercises



## TIME MANAGEMENT WITHOUT STRESS



Duration: 6 hours (2 days)  
 Venue: In-person  
 Partner: Mr. Eric Glover  
 Language: English  
 Rate: \$650/Member  
 \$850/Non-member  
 Up to 8 employees per session.

### COURSE OUTLINE

What to do first, and then second to be efficient? What are your criteria to organize your tasks and duties? And those of your staff? Our "Time Management" training is here to help you answer these questions the best way possible.

- Keep always organized: maintain a clear picture of what you need to complete and when.
- How to prioritize?
- Define your goals and how to reach them. Set short and long-term goals.
- How to communicate efficiently
- The tools for proper planning
- What is delegation? How to delegate?
- Deal with your stress linked to time
- Know when you have finished your tasks and achieved your goals.



### YANGON OFFICE

Times City - Office Tower 2 - 16th floor - Units 1611 & 1612  
 Between Hantawaddy & Kyuntaw Roads - Kamayut  
 Township

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**Mail:** [contact@ccifrance-myanmar.org](mailto:contact@ccifrance-myanmar.org)  
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[www.ccifrance-myanmar.org](http://www.ccifrance-myanmar.org)