

TRAINING CATALOGUE

2027



TABLE OF CONTENT

DESCRIPTION	PAGE
Our Commitments	6
Our Tailored Corporate Training	7
Our Trainers	8
Our Training Partner	17
Skill Development Courses by Functions	18



SKILL DEVELOPMENT COURSES BY FUNCTIONS

BRANDING & MARKETING

Building Future-Ready Brands	19
English for Marketing & Advertising	20

FINANCE & ACCOUNTING

Finance for Non-Finance Managers	22
--	----

HEALTH AND NUTRITION

Health and Hygiene at Work	24
Nutrition at Work	25

HUMAN RESOURCES, LEARNING & DEVELOPMENT

HR for Start Ups and Entrepreneurs	27
Leader as a Coach @ Enabling Growth Through Coaching Conversation	28
Time Management Without Stress	29
Structuring a Performance Management System	30
Developing an Effective Learning & Development Process	31
Training of Trainers (option 1)	32
Training of Trainers (option 2)	33
The Key Rules to Be a Proper Manager	34
Develop a Growth Mindset and Build an Effective Teamwork	35
Develop Your Leadership	36
The Basics of Coaching-Mentoring	37
English for Human Resources	38
HR Business Partners Accelerator from Operational to Strategic	39

COMMUNICATION – INTERPERSONAL SKILLS – EMOTIONAL INTELLIGENCE

Behavioral Interviewing	41
Develop Emotional Intelligence to Improve Performance	42
Constructive Feedback for Better Teamwork	43
Effective Basic Communication: Pass Your Message to Your Team	44
Internal Communication	45
How to Talk Efficiently in Public	46
Networking: How to Interact with People for Business	47
How to Write a Report that is Useful for Others	48
Business Report Writing	49
Effective Presentation Skills	50
Effective Workplace Communications in English	51
Manage Difficult People at Work – Conflict Management	52

OPERATIONS

Project Management (Option 1)	54
Project Management by Experience (Option 2)	55
Introduction to Agile Methods	56
Digital Transformation Mastery	57
Change Management (Option 1)	58
Change Management (Option 2)	59
Introduction to Sustainable Development for Business	60
Facilitation Program	61

INFORMATION MANAGEMENT & DECISION MAKING

Make The Right Decision: Effective Problem Solving Using Critical Thinking	63
Decision Science and Business Analytics for Managers	64
Introduction to Knowledge Management	65
Finding What Matters: Effective Information Search & Verification	66
M&E and Data-Driven Decision Making	67
Successful Business Negotiations in English	68
Learn The Art of Negotiation	69
Building People Strategy for Business Success	70
Strategic People Management for Leaders	71
Strategic Thinking	72
Mentorship Program	73
Practical Procurement Skills for Professionals	74

SALES

Sales and Customer Service Mastery	76
The Art of Selling	77

ARTIFICIAL INTELLIGENCE

Basic AI for Everyday Prompting	79
AI Business Management Training	80
Build with SwarmUI: AI Poster & Character Generation	81
Chat GPT Basics- Simple AI Skills for Everyday Work	82
Build an App with Codex GUI	83
Strategic Marketing in the AI Era	84

Some of our trainers are experienced coach, with various certifications.

Upon request, we can help companies through Mentorship Program or Management Coaching.

SKILL DEVELOPMENT COURSES BY FUNCTIONS



OUR COMMITMENTS



Quality Over Quantity

We are committed to providing high-quality training by collaborating exclusively with high level experts, professional trainers and individuals who have extensive teaching experience in France, Myanmar, and internationally, as well as in various private sectors. Our trainers possess high levels of qualification and have substantial professional experience relevant to the subjects they teach. For each training course, we limit the number of trainees we accept because this number defines the practice time each trainee will enjoy. If everyone usually agrees that practice is needed in training, most people underestimate the time for it. We don't. The number of participants to each session always depends on how much time is set for practical exercises and feedback. This is to ensure the quality of our tailor-made programs and to maximize interaction with trainers. Certificates will be awarded only to trainees who have completed the entire training.

Training Tailored To Professionals Needs

Our training programs are designed to provide solutions to the daily challenges faced by Myanmar and international companies. We adapt to all kinds of backgrounds, from professionals with several years of experience to newcomers in a position. All our trainees share one characteristic: they want to enhance their skills and competencies or supplement their experiences with additional knowledge. Our trainers, who are well-versed in both

OUR TAILORED CORPORATE TRAININGS

theory and practice, ensure that our training programs equip employees with a solid theoretical foundation as well as practical methods and tools that they can apply daily in their roles, regardless of their position within the company. Our goal is to enhance your employees' job performance, efficiency, and proactivity, contributing to the success of your company and its operations.

« A LA CARTE » Training Adapted To Your Need

Our standard corporate training programs are designed with flexibility and adaptability in mind. But if ever you don't find what you need amongst them, we offer « à la carte » trainings to answer specific needs. We strive to help you find solutions to the challenges you face! Our tailor-made sessions are designed jointly with you, we assess together your specific needs, whether it's practical skills, team building, or other topics. And with our extensive pool of trainers, we can easily cover nearly any subject. These training programs are custom-built by our trainers in direct collaboration with you, ensuring they meet your needs, objectives, schedule, requirements, and budget. As always, our corporate training programs emphasize practical knowledge and concrete tools, providing your staff with a skillset they can immediately apply in their daily tasks. This catalog provides various examples of what we can offer your employees, but all modules and training are adaptable to your needs. We offer both online and in-person training for the upcoming calendar years 2026-2027, and we can also organize them at your office or other venues.



OUR TRAINERS



Laura Cho

Laura Cho is a leadership consultant, HR strategist, and executive coach with over 16 years of regional experience across Hong Kong, Cambodia, Laos, and Myanmar. Having held senior HR leadership positions with multinational organizations, she specializes in organizational transformation, leadership development, executive coaching, and strategic HR.

As a Founder and CEO of ThriveWork Advisory, Laura has partnered with organizations across Myanmar and Cambodia to develop leaders, strengthen workplace culture, and drive business performance. She is also a trainer at the Institute of Banking and Finance, Cambodia.

She holds a Master of Management in Organizational Development, is SHRM-SCP certified, a Certified Professional Coach, and an accredited Harrison Assessment Debriefing Coach.

OUR TRAINERS



Win Thu Aung

Win Thu Aung currently serves as an Associate Professor and Corporate Trainer at Strategy First International College, and as a Senior Lecturer at MIBA and the British United College. His expertise includes Entrepreneurship, Project Management, AI Automation, Financial Management, and Strategic Management for MBA programs.

Prior to his academic career, Win served as Field Research Manager at Nielsen TV Ratings, a global market research firm based in New York, from 2007 to 2015. In this role, he managed client relationships, led strategic business development, and oversaw market analytics, collaborating with prominent clients to improve market understanding, negotiate key contracts, and drive revenue growth.

Earlier in his career, Win was General Manager of Operations at Hudson Group, a leading travel retail company in North America. Under his leadership, the organization consistently achieved annual sales growth of 4–5%, efficiently managing multiple retail outlets and developing high-performing management teams.

Win holds an MSc in Financial Engineering from WorldQuant University and a Master of Public Administration (MPA) from the University of Illinois. He is also a Stanford Certified Project Manager and an AI automation specialist, focusing on workflow design, chatbots, and data-driven marketing processes.

OUR TRAINERS



Yee Mon Kyaw

Yee Mon is a dedicated HR leader with a deep passion for fostering safe, diverse, and empowering workplaces where individuals can thrive and reach their full potential. Most recently, she served as the Chief Human Resources Officer at AIA Myanmar, where she championed transformative people strategies.

With over a decade of experience as an HR executive, Yee Mon has navigated the complexities of leadership and career growth, learning invaluable lessons from both her successes and setbacks. Her journey—marked by highs, lows, and everything in between—has equipped her with a unique understanding of what it takes to succeed in any career or leadership role. She has cracked the code to unlocking professional potential and is eager to help others discover their own path to success, tailored to their individual goals and aspirations.

As a certified Energy Leadership Coach, Yee Mon brings a distinctive approach to her work. She empowers her clients by raising their awareness of their attitudes and energy levels, guiding them to consciously choose mindsets and energies that align with their goals. Through this intentional approach, she helps individuals and leaders achieve their desired outcomes and excel in their careers.

OUR TRAINERS



Yoan Tufel

Yoan Tufel has been professionally working in and with artificial intelligence and prompt engineering since 2021. He uses AI tools to build applications and solve common office problems. He also trains technology consultants on how to use AI effectively within companies. He combines technical knowledge, practical experience, and a teaching mindset. Yoan has a deeply rooted international background: he was born in France and raised in London, England. His wife is Burmese and for the past years he shared his time between France and Myanmar, finally settling in Yangon in 2025. These experiences helped him become adaptable, open-minded, and comfortable in multicultural environments.

His professional background is quite eclectic as well. He served for five years as a mountain trooper in the French Army, where he developed discipline, teamwork, resilience, and the ability to perform under pressure. After leaving the military, he worked in hospitality as a waiter, which strengthened his communication skills and taught him how to understand and support different kinds of people. Finally, he moved to the software development world, where he used various IT languages, mainly Python and C#.

Before coming back to Myanmar to settle, he worked during five years at the Canadian global IT and business consulting services firm CGI, in Montpellier, where he gained experience in technology and consulting.

OUR TRAINERS



May Thandar Win

With nearly two decades of experience in marketing, branding, media, PR, and communications in Myanmar, **May** brings a unique blend of deep local knowledge and strong international exposure. Her expertise lies in building and elevating brands, introducing new ones to the market, and successfully launching innovative products.

Her diverse professional background, blending journalism, marketing, and PR, equips her with exceptional storytelling and communication skills tailored to varied audiences. This versatility allows her to excel across all facets of marketing and branding initiatives.

She currently supports SMEs and MSMEs as a trainer and mentor through Women Transforming Myanmar (WTM) and other organizations, equipping entrepreneurs with practical skills and strategies for business growth.

OUR TRAINERS



Eric Glover

Eric Glover is a Change management specialist, with a master degree in Project Management Engineering, Organisation analysis and development. He has been working in this field for the past 14 years. He is a Communication specialist as well, with 18 years of experience writing, broadcasting, shooting stories all over the world, mainly as a journalist. He graduated a master degree in Journalism and Communication from Ecole de Journalisme de Lille, deemed to be the best journalism's school in France.

Nuclear physicist by training, he has a thorough work approach, especially with data and figures, and always join practice and theory when training. Born from a French mother and a Mauritian father, Eric has a strong international working culture, having trained people in more than 15 countries.

Eric is also trained to implement the ISO14001 norm, which defines the Environmental Quality Management Standards.

OUR TRAINERS



Aung Naing Oo @ David Oung

David Oung is an accomplished Procurement and Supply Chain Professional with over 20 years of experience spanning the UN, NGOs, and diverse commercial sectors.

As the Co-Founder of PSR Supply Chain Education, he has designed and delivered comprehensive vocational training courses in procurement, warehouse, asset, and fleet management. Using his signature “20% Theory & 80% Practical” coaching framework, he has successfully mentored nearly 1,000 learners to become execution ready.

Beyond corporate training, he is a trusted Supply Chain Consultant with a proven track record of Drafting High-standard Procurement & Warehouse and Office Fleet Standard Operating Procedures (SOPs) for Non-Governmental Organizations (NGOs), as well as alignment services for business and industrial corporations.

His specialized expertise focuses on establishing robust, audit-proof operational compliance, minimizing procurement risks, and optimizing end-to-end supply network efficiency.

OUR TRAINERS



Phyto Minn Thit

Phyto Minn Thit is an experienced educator and training specialist with 18 years of professional teaching experience across diverse student groups, ranging from young learners to university students. With an extensive background in medical education from his clinical medical studies, he brings a deep, rigorous understanding of healthcare systems, biology and health concepts to his instructional design and training approach.

Specializing in engaging, highly effective pedagogy, Phyto is adept at translating complex medical and technical concepts into accessible, practical knowledge.

His proven track record in tailored instruction and audience-centered teaching methods makes him a compelling facilitator for on-site food safety, health and wellness compliance training.

OUR TRAINERS



Myo Than

Strategic HR Leader | Board-Level People & Culture Advisor

Commercial & HR Expertise: 20+ years driving HR leadership, grounded in 18 years of commercial, sales, and marketing success across the hospitality and airline sectors.

Strategic Advisory: Chairman of HASG Human Resources Advisory and Strategy Group with extensive cross-industry leadership across Foreign Chambers in Myanmar.

Specializations: Organizational Transformation, People Strategy, and Leadership Development.

Sector Leadership: Deep expertise in telecommunications and tower infrastructure, guiding enterprises through complex transformations to achieve organizational agility, scalable growth, and sustainable performance.

OUR TRAINING PARTNER



EduLink Myanmar

EduLink Myanmar began as an English language center and evolved into a complete education platform supporting local students toward international outcomes. Deliver high-impact education services that strengthen language competency, academic confidence, and global progression opportunities. From English language foundations to internationally accredited pathway degrees, our programs are built to take students from where they are today to where they want to be tomorrow — at home or abroad.



BRANDING & MARKETING

BUILDING FUTURE-READY BRANDS



Main Objectives

Strong brands are built intentionally through strategic positioning, authentic storytelling, consistent experiences, and continuous measurement. This workshop provides participants with practical tools to develop brands that resonate with customers and remain competitive in rapidly changing markets. Participants will strengthen their understanding of brand strategy and leave with actionable frameworks that support long-term business growth.

Duration	6 hours
Venue	In-person
Trainer	May Thandar Win
Language	English/Burmese
Full Training cost	2,400,000 MMK/FMCCI members 2,700,000 MMK/Non-FMCCI members
No. of Trainees	20 - 30 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Business Owners & Founders
- Marketing Managers
- Brand Managers, Product Managers
- Communication Managers
- Startups, SME Owners & Entrepreneurs
- Corporate Marketing Teams
- Senior Graphic Designers, Creative Managers, Creative Director

Why This Training

In increasingly competitive markets, products and services can easily be copied, but strong brands create lasting competitive advantage. A well-defined brand builds customer trust, commands premium pricing, strengthens customer loyalty, and enables sustainable business growth. However, many organisations still view branding as merely a logo or visual identity instead of a strategic business asset.

This workshop helps organisations understand how modern brands are built through clear positioning, compelling storytelling, consistent customer experiences, and meaningful community engagement. Participants will learn practical branding frameworks that are relevant to Myanmar's evolving market while drawing insights from international best practices. Through interactive activities and case discussions, participants will develop a clear brand positioning statement, define their brand story, and create a roadmap for strengthening their brand over time. The programme combines strategic thinking with practical application, enabling participants to leave with tangible outputs that can immediately guide future branding and marketing initiatives.

Course Outline

- Understanding Modern Brand Value
- Brand Positioning for Myanmar Market
- Brand Identity & Storytelling
- Community-Led Brand Building
- Brand Experience Design
- Measuring Brand Equity

ENGLISH FOR MARKETING & ADVERTISING



Main Objectives

Develop Persuasive Fluency: To master the specific vocabulary and rhetorical devices used in copywriting, pitching, and brand storytelling.

Master Market Analysis Tools: To gain the linguistic skills necessary to discuss market research, consumer behavior, and competitive positioning.

Enhance Campaign Management: To learn how to effectively present marketing plans, evaluate media channels, and coordinate multi-platform advertising strategies.

Duration	18 hours (4 Days)
Venue	In-person / online
Trainer	Edulink
Language	English
Full Training cost	Upon Request
No. of Trainees	10 – 16 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Marketing and Brand Managers working with international accounts.
- Advertising Executives and Copywriters looking to sharpen their professional English.
- Business Development professionals responsible for market expansion and promotional strategy.

Why This Training

In the fast-paced world of marketing, the ability to articulate a brand's story and persuade an audience is paramount. This course is designed for professionals who need to communicate creative concepts and strategic plans in English. By mastering the nuances of marketing terminology and persuasive communication, participants will be better equipped to launch international campaigns, manage brand identity, and engage effectively with global agencies and stakeholders.

Course Outline

The Marketing Mix & Branding

- The 4 Ps and 7 Ps: Describing Strategy
- Developing Brand Identity and Value Propositions

Market Research & Consumer Insights

- Analyzing Trends and Market Segmentation
- Interpreting Data and Customer Feedback

The Creative Process & Advertising

- Copywriting and Slogan Development
- Selecting Media Channels: Digital, Print, and Broadcast

Public Relations & Global Marketing

- Managing Brand Reputation and Press Releases
- Adapting Campaigns for International and ASEAN Markets



FINANCE & ACCOUNTING

FINANCE FOR NON-FINANCE MANAGER



Main Objectives

The course aims to provide non-finance professionals with an understanding of basic financial principles and management tools for decision-making. Participants will learn to analyze financial statements, understand accounting concepts, and apply various financial analysis techniques.

Duration	12 hours
Venue	In-person
Trainer	Win Thu Aung
Language	English/Burmese
Full Training cost	5,300,000 MMK/FMCCI members 6,200,000 MMK/Non-FMCCI members
No. of Trainees	Max 25

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Professionals from non-financial backgrounds who need to understand financial information.
- Managers responsible for budgeting and financial planning.
- Any professional seeking to make informed business decisions using financial data.

Why This Training

Corporates and individuals need this training to comprehend financial reports, make informed decisions, and understand the financial implications of their actions within a business context.

Course Outline

- Session 1: Understanding Finance and Accounting
- Session 2: Financial Health Evaluation
- Session 3: Business Funding and Capital Costs
- Session 4: Investment Evaluation Techniques



HEALTH AND NUTRITION

HEALTH AND HYGIENE AT WORK



Main Objectives

This training enables participants to recognize workplace health risks and adopt safe, healthy practices that improve well-being, comfort, and productivity. Using a “Show → Practice → Discuss → Apply” approach, participants learn to identify workplace hazards, maintain good hygiene, make healthier nutrition and hydration choices, and minimize environmental and ergonomic risks. The course builds sustainable daily health habits, covering safe food handling, communal pantry hygiene, proper hydration, and ergonomic desk wellness. Grounded in medical science and delivered through engaging, interactive methods, the training promotes a proactive workplace health culture.

By equipping staff with preventive practices, organizations can reduce foodborne illness risks, minimize sick leave, improve well-being and productivity, and create a safer, healthier work environment.

Duration	7 hours
Venue	In-person
Trainer	Phyo Minn Thit
Language	English / Burmese
Full Training cost	2,700,000 MMK/FMCCI members 3,000,000 MMK/Non-FMCCI members
No. of Trainees	Max 14

Who Should Attend

- Open to all personnel who are interested in keeping oneself healthy
- Executive staff, administrative team members, office managers, facility leaders, and HR personnel and basically all employees of any kind of companies.

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Modern office environments present quiet yet significant health risks – ranging from improperly stored delivery lunches and desk-side snacks to cross-contamination in shared pantries and breakrooms. Preventable foodborne illnesses and workplace physical fatigue directly impact employee well-being, attendance records, team morale and overall team performances. Standard compliance lectures often fail to drive long-term behavior change because they rely on dry, rigid presentations. This session bridges clinical medical insight with highly interactive teaching methods, making health education practical, memorable and enjoyable. By investing in this concise, engaging masterclass, organizations empower their workforce to take personal ownership of workplace health, maintain a clean shared environment, and protect team productivity.

Course Outline

- Invisible Office Hazards and Food Safety.
- Identify common health risks in their workplace, for instance the ones linked to common pantry.
- Practice good personal hygiene at work.
- Prevent common work-related illnesses and discomfort.
- Eat and drink in ways that support health and energy.
- Protect themselves from heat, dust, chemicals, noise, and poor posture.
- Develop simple daily habits to improve their health at work.
- Office Works & Diabetes.

NUTRITION AT WORK



Main Objectives

By the end of this training, participants will understand basic nutrition principles and adopt simple, affordable eating habits that improve health, sustain energy, reduce fatigue, and enhance workplace performance. Using a “Show → Practice → Discuss → Apply” approach, participants will learn how nutrition affects productivity, identify the four food groups, build a balanced plate, choose healthier drinks and snacks, and create a one-day meal plan using local foods. Grounded in medical science and delivered through engaging, interactive methods, the training promotes a proactive workplace nutrition culture, helping organizations improve employee well-being, reduce preventable sick leave, and create a healthier, safer, and more productive work environment.

Duration	7 hours
Venue	In-person
Trainer	Phyo Minn Thit
Language	English / Burmese
Full Training cost	2,700,000 MMK/FMCCI members 3,000,000 MMK/Non-FMCCI members
No. of Trainees	Max 14

Who Should Attend

- All people who are interested in basic nutrition.
- All Executive staff, especially Human Resources, who aim at making changes at work that improves performances.

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Improperly stored lunches, desk-side snacks, and cross-contamination in shared pantries can lead to preventable foodborne illnesses, fatigue, and reduced productivity. Basic nutrition training helps employees make informed food choices that improve energy, focus, and overall well-being, positively impacting attendance, morale, and workplace performance. Healthy eating also strengthens immunity, helping reduce illness-related absences and enabling employees to better manage physical and mental demands.

This training encourages practical, affordable nutrition habits that can be applied both at work and at home. By combining clinical medical knowledge with engaging, interactive teaching methods, it makes nutrition education practical, memorable, and easy to apply, fostering a healthier, more productive workplace culture.

Course Outline

- The main diseases linked to bad food in Myanmar: Anemia, Hypertension, Diabetes, Heart Strokes, Diarrheas...
- Explain why good nutrition is important for health and work performance.
- Identify the main food groups and their functions.
- Build a balanced meal using locally available foods.
- Make healthier food and drink choices during the workday.
- Stay properly hydrated.
- Plan simple, affordable meals and snacks.
- Identify practical actions they can immediately apply at work and at home.



HUMAN RESOURCES, LEARNING & DEVELOPMENT

HR FOR START-UP AND ENTREPRENEURS



Main Objectives

By the end of this Program, participants will be able to

- Gain clarity on what really matters and where your HR focus should be
- Develop a positive and authentic company culture
- Learn how to strategize processes around employer branding, talent attraction, performance management and total rewards

Duration	16 hours (only weekend availability)
Venue	In-person
Trainer	Yee Mon Kyaw
Language	English / Burmese
Full Training cost	7,000,000 MMK/FMCCI members 8,200,000 MMK/Non-FMCCI members
No. of Trainees	15 – 20 Maximum

Who Should Attend

- Start up founders and Entrepreneurs
- People managers
- HR professionals

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Imagine you attract the best talents in the market to come and work for your company, all your employees are highly motivated and strive their best to create more wins for your company, your employees are passionate and obsessed with innovating new ideas, products and services every day. This program will enable you to obtain the tools which you can use to create the right culture and people processes to harness people power for business success.

Course Outline

- Identify your needs and prioritize impact
- Develop a positive and authentic company culture
- Build your employer brand and attract A-players
- Discover what truly drives performance and structure performance management system
- Structure total Rewards system

LEADER AS A COACH @ ENABLING GROWTH THROUGH COACHING CONVERSATION



Main Objectives

By the end of the course, participants will:

- Understand the foundational principles and value of coaching in leadership.
- Apply a coaching approach to everyday leadership conversations.
- Demonstrate core coaching skills that foster trust, insight, and action.
- Use the GROW model to structure coaching conversations effectively.
- Identify practical opportunities to apply coaching in performance and career development contexts.

Duration	14 hours
Venue	In-person
Trainer	Laura Cho
Language	Burmese
Full Training cost	8,600,000 MMK/FMCCI members 9,600,000 MMK/Non-FMCCI members
No. of Trainees	10 - 15 Maximum

Who Should Attend

- Mid to Senior-level Leaders
- Team Managers
- High-potential leaders looking to strengthen their people development and influence capabilities.

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

In today's fast-evolving workplace, traditional command-and-control leadership is no longer enough. Teams seek clarity, autonomy, and purpose and leaders are expected to guide, not just direct. This is where coaching becomes a critical leadership skill.

"Leaders as a Coach" is not just a training but it's a mindset shift. This program equips leaders with the practical skills to lead with empathy, ask powerful questions, and unlock potential in others. Through coaching conversations, leaders can drive performance, accelerate growth, and build trust-based relationships across their teams.

Whether navigating performance challenges, managing change, or developing future talent, the ability to coach is essential.

Course Outline

- Module 1: Coaching as a Leadership Capability
- Module 2: Coaching Mindset and Ethics
- Module 3: Core Coaching Skills
- Module 4: Coaching in Action – Tools and Techniques
- Module 5: Applying Coaching in the Leadership Journey
- Module 6: Practicing the Leader-Coach Role

TIME MANAGEMENT WITHOUT STRESS



Main Objectives

To learn how to plan your work the most efficiently timewise: how to set up priorities, how to establish proper and relevant criteria to organize your tasks and duties? And those of your staff?

This training is also about “time killers”, all these habits that make people lose time. During the session, participants learn how to mark these “bad habits”, they find out how to spot their own specific “time killers” and then they are trained to fight them and finally to be more productive.

This “Time Management” training helps participants become more efficient and productive, enabling them to stop wasting time at work and confidently plan and execute complex tasks that require careful sequencing, prioritization, and coordination.

Duration	6 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	2,600,000 MMK/FMCCI members 3,000,000 MMK/Non-FMCCI members
No. of Trainees	Max 14

Who Should Attend

- All employees with Time management issues
- Managers who want to improve their team's efficiency

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Because “Time is Money”! Managing time effectively improves team and company efficiency, making it a key skill for everyone, from top management to frontline employees. Working efficiently, planning and organizing tasks, reporting on time, avoiding wasted effort, and sustaining these habits over the long term provide a strong competitive advantage and enhance profitability.

Yet, time management is often recognized as a problem without knowing how to solve it or what approach to take. This training provides the answer by helping participants understand their own work habits while introducing practical methods and techniques to overcome time management challenges. Participants learn how to eliminate time wasters, improve efficiency, apply effective time management approaches, and make better use of their time.

Course Outline

- What is Time Management?
- Why do we sometimes have issues with time? The RAC approach.
- The Time killers and their antidotes... Procrastination, the Salami technique
- The benefit of a clear set of goals:
 - Maintain a clear picture of what you need to complete and when.
 - Set short and long-term goals.
 - How to prioritize?
 - Proper planning and the tools for proper planning
- Deal with your stress linked to time
- Know when you have finished your tasks and achieved your goals.

STRUCTURING A PERFORMANCE MANAGEMENT SYSTEM



Main Objectives

- Understand the motivational factors that drive employee performance
- Structure a performance management process which includes
 - setting the right KPIs
 - setting the review periods
 - encouraging ongoing performance conversations between managers and employees
 - linking performance with reward

Duration	12 hours (only weekend availability)
Venue	In-person
Trainer	Yee Mon Kyaw
Language	English / Burmese
Full Training cost	5,300,000 MMK/FMCCI members 6,200,000 MMK/Non-FMCCI members
No. of Trainees	15 - 20 Maximum

Who Should Attend

- HR professionals
- People managers

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

If we want to drive better financial performance for businesses, it is important to understand the key enablers in unlocking performance potential of people. Having the right performance strategy and processes allows businesses to motivate people and drive desired performance while creating a positive culture. This program will provide you with the tools to do just that.

Course Outline

- Various theories around motivation and performance
- What end to end Performance Management Process looks like
- How to decide what to measure
- How to encourage managers to have quality conversations to enhance employee performance
- Linking performance with reward

DEVELOPING AN EFFECTIVE LEARNING & DEVELOPMENT PROCESS



Main Objectives

- To understand the different methods in assessing learning needs of the organization
- To have effective diagnostic conversations with key stakeholders
- To design, develop and implement learning programs according to learning needs
- To evaluate and communicate learning effectiveness, and plan actions

Duration	12 hours (only weekend availability)
Venue	In-person
Trainer	Yee Mon Kyaw
Language	English / Burmese
Full Training cost	5,300,000 MMK/FMCCI members 6,200,000 MMK /Non-FMCCI members
No. of Trainees	15 – 20 Maximum

Who Should Attend

- HR professionals
- People managers

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Having the structured approach to learning and development will enable organizations to focus on the right learning programs which will have a true impact on employee performance and business performance. This program will provide you with the tools to be able to come up with the right learning and development interventions for the organization.

Course Outline

- Conducting Learning Needs Assessment
- Designing, Developing and Implementing Learning Programs
- Evaluating Learning Effectiveness

TRAINING OF TRAINERS (OPTION 1)



Main Objectives

To prepare any one who will have to train people or share his/her knowledge systematically with others.

After this training, people will understand what is training about and they will know how to draft proper learning goals and address a public of adult.

They will know how to prepare a curriculum and they will be able to design and implement one.

Participants will understand why feedback is important and how to deliver and receive constructive feedback.

Duration	18 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	7,600,000 MMK/FMCCI members 8,900,000 MMK/Non-FMCCI members
No. of Trainees	Max 8

Who Should Attend

- People with working experience who want or have to share it
- All levels or grades are relevant. Participants just need to masteries a specific topic/field.

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Knowledge management is nowadays a major issue for all companies, and more specifically for services and sales companies. All major companies in the world take the time to train their newly hired staff to the company's culture so they understand why and what for they work. But to be able to share properly your experience goes beyond just talking and telling stories. To be efficient and productive, it must be framed and organized. That's what participants to this training will be able to do at the end of the 3 days.

Course Outline

- What is training
- Different methods to achieve your goal
- Characteristics of adult learning
- Learning types
- How to select contents
- The curriculum
- How to deliver a constructive feedback

TRAINING OF TRAINERS (OPTION 2)



Main Objectives

By the end of the program, participants will be able to:

- Apply adult learning principles to create engaging and relevant training.
- Structure training programs with clear objectives, flow, and learning outcomes.
- Use effective facilitation skills to manage group dynamics and foster participation.
- Deliver training confidently using presentation, storytelling, and questioning techniques.
- Incorporate training tools, visuals, and activities to reinforce retention.
- Assess learning outcomes and provide constructive feedback to participants.
- Build credibility as an internal trainer or facilitator.

Duration	18 hours
Venue	In-person
Trainer	Laura Cho
Language	Burmese
Full Training cost	8,700,000 MMK /FMCCI members 9,300,000 MMK/Non-FMCCI members
No. of Trainees	Max 10

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- HR, Learning & Development, and OD Professionals tasked with facilitating internal workshops.
- Supervisors & Managers who train or mentor their teams.
- Emerging Trainers who want to build confidence and credibility in delivering learning.

Why This Training

Organizations invest heavily in training, but without skilled facilitators, the learning often fails to stick. Many subject-matter experts know their craft deeply, but lack the techniques to engage, inspire, and transfer knowledge effectively.

The Training of Trainer program equips participants with the essential facilitation skills, adult learning principles, and delivery techniques to design and deliver high-impact training sessions. It transforms technical experts, managers, and internal HR/OD professionals into confident trainers who can build capability and drive performance.

Course Outline

- Module 1: Foundations of Training
- Module 2: Designing Effective Training
- Practice Session – Micro-Teaching Round 1 (with feedback)
- Module 3: Delivering with Impact
- Module 4: Communication, Presentation & Storytelling Techniques
- Module 5: Mastery and Evaluation
- Practice Session – Micro-Teaching Round 2 (final assessment)

THE KEY RULES TO BE A PROPER MANAGER



Main Objectives

To provide people with all the needed tools to properly plan, organise, implement and control their activities. Anyone can become a good manager. But it is granted to no one. Thinking that being a boss makes a manager is always a major mistake. Everyone can and have to learn proper and efficient management if he/she is to succeed in guiding a department or a company. This is what this course is about: to learn the theory behind management and to be able to implement it in a practical way.

We focus on all aspects of managerial knowledge. Not only the contents but the skills – how to implement the theory you learnt and know – and the attitude, the will to implement, to take risk, to get really out of your comfort zone.

Duration	12 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	5,100,000 MMK/FMCCI members 6,000,000 MMK/Non-FMCCI members
No. of Trainees	Max 14

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Any one in charge of a team
- People newly promoted to management position (including people with only a title of officer)
- People who have already some management experience but want to frame it into a robust theoretical knowledge

Why This Training

Management is for sure one of the most misunderstood skills in the Business field. Many people believe that having power and giving orders is managing and of course this impacts their department or their company negatively. We developed this course to provide all the most needed basics of management to the people open-minded enough to build their capacities in order to develop professionally.

Course Outline

- What is a manager? The various level of management
- The basic management skills:
 - Planning
 - Organising
 - Coaching and Delivering
 - Monitoring
- Constructive feedback
- How to properly delegate
- Timing
- How to measure working performance
- How to handle conflicts and dispute
- How to develop staff motivation

DEVELOP A GROWTH MINDSET AND BUILD AN EFFECTIVE TEAMWORK



Main Objectives

This training helps participants understand how mindset influences personal and organizational productivity and efficiency, assess and develop their own mindset from fixed to growth-oriented, and apply practical tools to foster a growth mindset. It also equips participants with strategies to build and sustain high-performing teams, while leveraging individual differences to achieve stronger team performance.

Duration	18 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	7,600,000 MMK/FMCCI members 8,900,000 MMK/Non-FMCCI members
No. of Trainees	Max 10

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- HR Professionals and Specialists
- Employees and Professionals working in teams or collaborative environments
- Project Managers, Team Leaders, and Mid- to Senior-Level Decision-Makers
- Professionals involved in managing or contributing to complex projects

Why This Training

In a rapidly changing business environment, companies rely on skilled, adaptable, and collaborative employees to achieve sustainable performance. This training helps organizations build a culture of continuous improvement, change, and teamwork, enabling individuals to develop their capabilities, embrace differences, adapt effectively, and work together for higher efficiency. Ultimately, it focuses on bringing out the best in every individual and the team.

Course Outline

- What is mindset?
- Fixed mindset vs Growth Mindset
- How to change your mindset?
- Emotional Intelligence and Interpersonal skills
- Develop critical thinking to develop efficiency
- The benefits to work as a team
- The 5 stages of team development
- Make your team work together
- The ground rules to efficiency
- Make differences an asset
- Balancing the team skills
- Team exercises

DEVELOP YOUR LEADERSHIP



Main Objectives

This training equips leaders at all levels with the essential leadership skills to lead teams effectively, make impactful decisions, and foster a positive work environment. Participants will gain a deeper understanding of their leadership style and development areas, practical tools to strengthen communication, influence, and team leadership, and a personal action plan to support their ongoing leadership development.

Duration	24 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	10,100,000 MMK/FMCCI members 11,900,000 MMK/Non-FMCCI members
No. of Trainees	6 - 8 Maximum

Who Should Attend

- Senior & Mid-Level Managers, Department Heads & Team Leaders
- Professionals responsible for leading or managing teams
- Emerging Leaders and Professionals preparing for leadership roles

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

In a competitive context, teams need vision and guidance to achieve high performances. However, there is a common confusion between management and leadership. And because most managers are not leaders and don't know how to become one, this confusion puts them under pressure and stress, as well as their teams. It usually results in a decrease in performance. This training provides knowledge, tools and understanding that make the difference and allows participants to make a difference when they are back at work.

Course Outline

- What Makes a Great Leader?
- Emotional Intelligence in Leadership
- Developing a Leadership Mindset
- Effective Communication for Leaders
- Leadership Influence & Persuasion: reciprocity, consistency, authority, social proof, liking, and scarcity (based on Robert Cialdini's principles of persuasion)
- How to build trust and credibility with your team
- Leading in a conflict situation, conflict resolution strategies and frameworks
- Strategic Thinking and Planning: Mind mapping, SWOT Analysis, PESTLE Analysis, and SMART Goals
- Decision-Making Under Pressure
- Building High-Performance Teams
- Motivation and Engagement, Theories of Motivation: Maslow's Hierarchy of Needs, Herzberg's Two-Factor Theory, and Daniel Pink's Drive Model
- How to inspire and motivate individuals based on their unique needs and desires
- Delegation and Empowerment: How to delegate effectively and empower team members

THE BASICS OF COACHING-MENTORING



Main Objectives

To develop and improve participants ability to manage their staff, mentor them for better results, coach them to higher objectives

The training combines three elements and it really needs all steps jointly to be successful.

- General inputs, through PPT presentations and guided discussion
- Group dynamic and group learning, through case studies and return of experience
- Individual learning and development, through practical exercises.

This is why we favour this active learning approach: to make sure all participants will really improve their skills. We use knowledge sharing and we push participants to develop problem-solving skills and attitude.

At the end of this training, participants will be able to manage their team properly, to get better results doing so and to measure this improvement.

Duration	18 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	9,200,000 MMK/FMCCI members 10,800,000 MMK/Non – FMCCI members
No. of Trainees	4 - 6 Maximum

Who Should Attend

- High level managers

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Once some level reached, it starts to be very complex to find the time and the motivation to improve and improve again. That is where one finds the difference between the good ones and the exceptional ones. This training will help anyone who wants to move the extra step without too much effort and with a higher efficiency.

Course Outline

- Session 1: The basics of Coaching
- Session 2: The basics of Proper Feedback
- Session 3: The soft skills for Coaching
- Session 4: Conflict Management
- Session 5: Providing Leadership
- Session 6: Team Building and Leadership

ENGLISH FOR HUMAN RESOURCES



Main Objectives

Master the Recruitment Cycle: To develop professional fluency in drafting job descriptions, conducting interviews, and making employment offers.

Navigate Employee Relations: To learn the specific language required for performance reviews, disciplinary procedures, and sensitive workplace discussions.

Strengthen Strategic HR Communication: To gain confidence in presenting HR policies, managing organizational change, and facilitating training sessions.

Duration	18 hours (4 Days)
Venue	In-person
Trainer	Edulink
Language	English
Full Training cost	Upon Request
No. of Trainees	10 – 16 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- HR Generalists and Managers working in international or ASEAN-based companies.
- Recruitment Consultants and Talent Acquisition Specialists.
- Department Heads involved in hiring, performance management, and staff development.

Why This Training

In a globalized workforce, HR professionals must communicate with sensitivity, legal precision, and cultural awareness. Whether interviewing international talent or managing internal Change, the language used can significantly impact employee engagement and company reputation. This course provides HR practitioners with the specialized vocabulary and communication strategies needed to manage the entire employee lifecycle effectively in English.

Course Outline

Recruitment and Selection

- Job Profiles and Advertising
- Interviewing Techniques and Candidate Evaluation

Onboarding and Training

- Welcoming New Staff and Induction Processes
- Identifying Training Needs and Professional Development

Performance and Employee Welfare

- Conducting Appraisal Meetings and Giving Feedback
- Handling Grievances and Disciplinary Issues

Strategic HR and Change Management

- Developing Corporate Culture and Policies
- Communicating Organizational Changes and Redundancies

HR BUSINESS PARTNERS ACCELERATOR FROM OPERATIONAL TO STRATEGIC



Main Objectives

- Shift from an HR operations mindset to a strategic HR Business Partners identity, clearly defining where HR adds business value beyond administration.
- Differentiate strategic people priorities from day-to-day HR activities, enabling sharper focus on initiatives that directly support business goals.
- Build credibility and influence with business leaders by understanding commercial drivers, asking the right questions, and positioning HR as a trusted advisor.
- Translate business challenges into practical HR strategies across workforce planning, capability, performance, and culture.

Duration	14 hours
Venue	In-person
Trainer	Laura Cho
Language	Burmese
Full Training cost	5,600,000 MMK /FMCCI members 6,300,000 MMK/Non-FMCCI members
No. of Trainees	10 - 15 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

This workshop is designed for:

- HR Business Partners
- HR Managers & HR Generalists transitioning into HRBP roles
- Senior HR Officers ready to step into strategic partnership
- HR Leaders supporting business units or cross-functional teams

Why This Training

HR is expected to be more than a support function; it must be a strategic engine that shapes organizational performance. This one-day HRBP Accelerator program equips HR professionals with the mindset, capabilities, and tools to shift from transactional work to strategic partnership. Through practical frameworks, case study, and hands-on exercises, participants will learn how to influence business decisions, analyze workforce priorities, drive capability development, and elevate their credibility as true business partners.

This program is designed to help HRBPs rethink their role, strengthen their strategic impact, and deliver measurable value to the business.

Course Outline

- Module 1: The HRBP Mindset Shift
- Module 2: Strategic Priorities vs. HR Administration
- Module 3: Building Credibility With Business
- Module 4: Designing Your 90-Day HRBP Impact Plan
- Module 5: Action Commitment & Next Steps



**COMMUNICATION
INTERPERSONAL SKILLS
EMOTIONAL INTELLIGENCE**

BEHAVIORAL INTERVIEWING



Main Objectives

The primary objective of this training program is to equip hiring managers and interviewers with a thorough understanding of the Behavioral Interviewing methodology and its step-by-step process. Participants will learn how to identify, categorize, and define job-specific target competencies across three key dimensions: behavior (how someone acts and relates to others), knowledge (what a person needs to remember), and skills (the physical tasks required for the work)

Furthermore, the course aims to master the application of the STAR interview technique. Learners will gain practical experience in crafting targeted STAR questions that prompt candidates to detail specific past situations, tasks, actions taken, and measurable results achieved. A key focus is placed on learning how to spot “false STARS”—such as vague or future-tense answers—and steering candidates toward genuine, complete responses. Finally, the training objective encompasses post-interview practices, teaching participants how to systematically evaluate gathered data, assess motivational fit, conduct essential reference checks, and integrate feedback with fellow interviewers to reach a consensus on selecting the right candidate.

Duration	6.5 hours
Venue	In-person
Trainer	U Myo Than
Language	English / Burmese
Full Training cost	2,300,000 MMK/FMCCI members 2,500,000 MMK/Non-FMCCI members
No. of Trainees	Max 12

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- The professionals who are responsible for recruiting team members
- The professionals looking to standardize their selection process
- Team leaders involved in interviewing candidates
- Anyone seeking to improve candidate selection accuracy and make unbiased, data-driven hiring decisions

Why This Training

Behavioral interviewing is critical because past behavior is the most reliable predictor of future performance. Traditional interview methods often allow candidates to discuss abstract theories, give generalized responses using terms like “typically” or “usually,” or fake their answers. This training provides a structured framework to eliminate these pitfalls, allowing interviewers to move past theoretical discussions and gather concrete, verifiable evidence about a candidate’s actual skills, knowledge, and behaviors.

Additionally, this training helps hiring teams define the exact target competencies required for a specific job role, creating a clear benchmark for evaluation. By shifting the focus to objective data gathered through techniques like the STAR model (Situation, Task, Action, Result), the process reduces individual bias, makes candidates easier to compare, and misalignments or misunderstandings regarding past experiences are minimized. Ultimately, this leads to fairer, more reliable hiring decisions and helps secure candidates who possess the right motivational fit—spanning job, organization, and location fit—for long-term organizational success.

Course Outline

- Introduction & Foundations
- Defining Job Competencies
- Mastering the STAR Technique
- Evaluating Candidate Fit
- Interview Execution & Post-Interview Process

DEVELOP EMOTIONAL INTELLIGENCE TO IMPROVE PERFORMANCE



Main Objectives

To have participants understand the core components of emotional intelligence and consequently, with practice during the session, recognize their own emotional patterns. That will help them improve their self-regulation and empathy, and therefore they will be able to apply Emotional Intelligence skills in workplace or daily interactions to improve their performances.

Duration	12 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	6,100,000 MMK/FMCCI members 7,200,000 MMK/Non – FMCCI members
No. of Trainees	Max 8

Who Should Attend

- All individuals who have to lead teams. This training concerns mostly high level and mid-level deciders: Top managers, Heads of Department, Team leaders... But it is suitable for everyone with a team-leader activity.

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Most deciders and recruiters focus on smartness and diplomas. But when it comes to manage people, to be only smart is worthless if there is no Emotional Intelligence involved. Some people make the same mistakes again and again not only because they don't understand what is going wrong but also because even if they know they are wrong, they don't know how to handle it and change failure into useful return of experience. The higher you are, the more EI is needed to get the best out of your team. This training provides knowledge, tools, understanding and many exercises that help participants to make a difference by improving their EI.

Course Outline

- What is Emotional Intelligence? The Science behind EI
- Why EI matters (performance, leadership, relationships)
- The Four Parts of EI and how they impact our behaviour
- Find out how self-awareness improves your performance
- Identifying your emotional patterns, what triggers your feelings, what are your strengths and blind spots, EI wise.
- How to use this self-awareness to self-manage
- Social Awareness: Understanding others' emotions
- How to use social awareness to improve relationship management and communication
- Emotional Capability Profile and how it relates to Emotional Intelligence

CONSTRUCTIVE FEEDBACK FOR BETTER TEAMWORK



Main Objectives

Participants will practice various feedback techniques and understand their impact. Have Participants understand what is a team, how it works and why feedback matters so much to its efficiency and proper development.

The training combines theoretical input, practical exercises, and hands-on practice. Participants give feedback to one another and work through real-life cases, learning step by step the key aspects of giving and receiving feedback while experiencing their impact firsthand.

Duration	12 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	5,100,000 MMK/FMCCI members 6,000,000 MMK/Non – FMCCI members
No. of Trainees	Max 10

Who Should Attend

- Managers or officers in charge of a team
- People in contact with customers or suppliers

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Giving and receiving feedback is an everyday activity in any company and the main way to understand when we perform well—and when we do not. However, feedback can easily become ineffective due to emotions, judgement, or inaccurate analysis, resulting in irrelevant comments.

On the other hand, even well-documented and constructive feedback is not always easy to receive. It may be perceived as criticism, triggering negative reactions and discouraging improvement. As a result, many of us have experienced giving or receiving feedback as harmful rather than helpful.

In reality, giving and receiving feedback is a skill, and like any skill, it can be learned. Anyone willing to learn can provide effective feedback that others can accept and use to improve.

Course Outline

- Understand the basic patterns of people's behaviour
- Understand how a team builds up and develop
- Understand your management style and its consequences
- Understand the impact of feedback...
 - On the receiver
 - On the producer
- Pay a special attention to the violence hidden in a judgement
- Understand the different feedback's technics
- Identify differences between feelings, needs, thoughts, and demands
- Listen to people beyond what they directly say
- Understand the benefits of proper feedback
- Practice feedback's technics

EFFECTIVE BASIC COMMUNICATION: PASS YOUR MESSAGE TO YOUR TEAM



Main Objectives

To understand the different parts of communication and to improve your own ways to share, deliver, receive messages and producing more useful and relevant information.

To be able to build effective team and develop a stronger cohesion in the company.

To allow and maintain efficiency in a company where different cultures have to work together.

Duration	12 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	5,100,000 MMK/FMCCI members 6,000,000 MMK/Non – FMCCI members
No. of Trainees	Max 14

Who Should Attend

- People in contact with customers, whatever the field: HRM, marketing, sales...
- Human resources professionals
- Any individual willing to improve his/her ability to send the proper message to the proper people

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

In a company, everything is communication: orders, finance, marketing, sales... Everything relies on a correct and strong flow of understood and relevant information that staff and management can use to implement their tasks and create a strategy. But incredibly, effective communication is usually the most underestimated element of a company 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 its best efficiency.

This training provides participants with all the tools to develop a better communication and consequently to be more efficient and productive at work.

Course Outline

- What is communication? Why communicate?
- The Communication pattern
- The learning types
- The message
- Non-verbal communication
- Inter-cultural communication
- Empathy, feedback, advocacy
- Internal communication

INTERNAL COMMUNICATION



Main Objectives

To understand why a proper internal communication is a key step to the develop and efficiency of a company.

To know the various internal communication models and to be able to choose purposely and knowingly the one you want for your own firm.

To control the information circulated in the company and to make sure your human resources or/and communication staff understand how to send the right message to the right people.

Duration	6 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	2,600,000 MMK/FMCCI members 3,000,000 MMK/Non – FMCCI members
No. of Trainees	Max 8

Who Should Attend

- Human resources specialists
- Staff in charge of communication

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Who must do what? Who oversees a project? A production line? Who is entitled to take decisions? How do I get, or do I find the proper information to be able to do my job consistently and properly? Without a proper controlled answer to these questions, a manager does not fully decide, he/she loses a lot of time to check and double check all goals and activities and consequently loose time and efficiency...

This training is an opportunity to question and improve your internal processes and to make sure the proper information goes on time to the proper people. Achieving quality internal communication allows a company to work smoothly and make more money.

Course Outline

- Formal and Informal Communication
- The 4 basic formal flows, their benefits and limits:
 - Downward
 - Upward
 - Lateral
 - Diagonal
- Informal communication: The grapevine model
- The medium is the message

HOW TO TALK EFFICIENTLY IN PUBLIC



Main Objectives

Prepare people to speak in public, facing either a small or a large crowd. During the training, participants learn how to prepare a speech, how to deliver it without reading it, how to control their body language and show confidence and assertiveness. And what is most important, participant will learn how to be listened at! They will also get confidence in interacting positively with the assistance, and to handle awkward situations if any.

After this training, participants will never fall again in the trap of the routine speech no one listen at and they will be remembered as “efficient guest speakers”.

Duration	6 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	2,600,000 MMK/FMCCI members 3,000,000 MMK/Non – FMCCI members
No. of Trainees	Max 4

Who Should Attend

- All individuals who have to often deliver speeches in front of other people.
- High-level or mid-level managers
- Anyone lacking assertiveness who wants to build up this capacity

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Many people have to make speech in front of a large public. When they are not used to it, they are often stressed. When they are used to it, they often speak in a “routine” way. This training corrects both 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.

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

NETWORKING: HOW TO INTERACT WITH PEOPLE FOR BUSINESS



Main Objectives

Build awareness about how important good networking is when it comes to commercial activities. This training helps people to understand why and how to build an efficient and relevant network. Participants learn how to select the networking events or organization they must join, how to prepare when going to an event, how to interact and discuss, and how to keep their network active and dynamic.

Duration	6 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	2,600,000 MMK/FMCCI members 3,000,000 MMK/Non – FMCCI members
No. of Trainees	Max 10

Who Should Attend

- All individuals in Public Relations' activities
- People with exposure who need to develop their business/company's activities

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Many professionals rely on their connections and their reputation to develop their business or their boss' business. But often, especially when starting in an exposed position, people are a little bit reserved, feeling awkward and don't know how to handle the situation.

This training is designed to build the confidence of the participants. It provides tips on how to build a network. It gives them the clues to proper and fruitful interactions, and, through different exercises, it prepares them to meet other people they don't know yet but need to discuss with.

Course Outline

- How to build a Network
- Set your goals
- Networking is not selling
- Listen, help, stay positive
- Attending events:
 - Before an event: be prepared
 - During an event: make connections
 - After an event: follow up
- Maintain your network
- The barriers to good networking

HOW TO WRITE A REPORT THAT IS USEFUL FOR OTHERS



Main Objectives

To be able to deliver a professional and useful report once a project or a work achieved.

After the training, participants will know the structure of a report, what each step recovers, what kind of information to deliver and where, depending on the stage of the writing, and how to organize the various information they want to share.

The practice in this training relies mostly on examples and case studies brought by the trainees.

Duration	6 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	2,600,000 MMK/FMCCI members 3,000,000 MMK/Non – FMCCI members
No. of Trainees	Max 10

Who Should Attend

- Employees with experience who masteries a technical field but struggle to produce consistent reports about the work they did or do.

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Many professionals are required to write reports after completing their tasks and responsibilities. However, being proficient in a field does not necessarily mean being proficient in report writing. Completing a task and reporting on it require two different skill sets. Many people hesitate to begin writing because they are unsure where to start, what information to include, or how to organize their report effectively. At the same time, managers are often disappointed when reports lack the relevant information needed for decision-making, as what matters in day-to-day operations may differ from management priorities.

This training helps participants connect actions with their impacts and develop the skills to produce clear, relevant, consistent, and useful reports.

Course Outline

- What is report
- How to structure a report:
 - Title
 - Table of contents
 - Executive summary
 - Introduction
 - Methodology
- Findings
- Recommendations
- Conclusion
- Annexes
- What contents goes where...
- Tips for good reporting

BUSINESS REPORT WRITING



Main Objectives

The “Business Report Writing Mastery” workshop is meticulously designed to enhance professionals’ abilities in constructing impactful business reports. Participants will gain essential skills in articulating complex data, structuring reports for maximum clarity, and delivering insights that drive strategic decisions.

Duration	12 hours
Venue	In-person
Trainer	Win Thu Aung
Language	English / Burmese
Full Training cost	5,300,000 MMK/FMCCI members 6,200,000 MMK/Non-FMCCI members
No. of Trainees	Max 25

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Individuals looking to strengthen their report writing skills
- Managers and team leaders responsible for creating and presenting reports
- Professionals across various roles who partake in business communication and strategy

Why This Training

The ability to write and present effective business reports is critical in the modern corporate world. This workshop is designed for those seeking to influence decision-making processes, drive strategic initiatives, and advance their professional capabilities in report writing and presentation...

Course Outline

- Session 1: Introduction to Business Report Writing
- Session 2: Writing Clear and Concise Business Reports
- Session 3: Data Gathering and Analysis
- Session 4: Report Writing Exercise
- Session 5: Effective Recommendations and Conclusions
- Session 6: Editing and Proofreading and more...

EFFECTIVE PRESENTATION SKILLS



Main Objectives

Master the Opening: To learn how to command attention immediately using “hooks” and a strong “First Minute” structure.

Enhance Visual Impact: To understand how to exploit visuals and body language to support—not distract from—the spoken message.

Build Professional Fluency: To gain confidence in using signposting and “Survival Tactics” to handle difficult questions and technical disruptions.

Duration	8 hours (2 Days)
Venue	In-person / online
Trainer	EduLink
Language	English
Full Training cost	Upon Request
No. of Trainees	8 - 12 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Professionals looking to improve their public speaking confidence.
- Sales and marketing staff presenting to international clients.
- Team leaders and managers who need to deliver clear, impactful briefings.

Why This Training

In today’s global business environment, the ability to deliver clear and persuasive presentations is essential. Many professionals struggle to engage international audiences or handle unexpected challenges during a talk. This course provides practical, step-by-step techniques to master the first minute, use visuals effectively, and maintain control in high-pressure situations, ensuring your message is heard and remembered.

Course Outline

The Power of the Start

- The First Minute: Purpose and Impact
- Hooking the Audience: Techniques for Engagement

Navigation & Structure

- Effective Signposting: Guiding the Listener
- Sequencing Ideas for Clarity

Visuals & Non-Verbal Communication

- Designing and Exploiting Slides
- Body Language and Voice Projection

Survival Tactics & Q&A

- Managing Difficult Questions
- Thinking on Your Feet: Strategies for Mishaps

EFFECTIVE WORKPLACE COMMUNICATIONS IN ENGLISH



Main Objectives

Enhance Professional Clarity: To develop the ability to convey complex ideas simply and accurately in various business contexts.

Master Written & Verbal Flow: To improve proficiency in drafting professional emails and participating effectively in meetings.

Build Collaborative Skills: To learn strategies for active listening, providing constructive feedback, and navigating cross-cultural communication challenges.

Duration	20 hours (5 days/flexible)
Venue	In-person / online
Trainer	Edulink
Language	English
Full Training cost	Upon Request
No. of Trainees	10– 16 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Mid-level managers and supervisors working in multicultural environments.
- Administrative and support staff handling internal and external correspondence.
- Professionals seeking to improve their English fluency for day-to-day business operations.

Why This Training

Clear communication is the backbone of any successful organization, yet language barriers and cultural nuances can often lead to costly misunderstandings. This course is specifically designed to bridge those gaps. By focusing on practical, real-world workplace scenarios, participants will gain the linguistic tools and “soft skills” necessary to collaborate effectively, resolve conflicts, and represent their company with professional confidence.

Course Outline

Fundamentals of Workplace Interaction

- Professional Greetings and Etiquette
- Active Listening and Clarification Techniques

Written Excellence

- Email Drafting: Tone, Structure, and Impact
- Reporting and Summarizing Key Information

Meetings & Collaboration

- Contributing Confidently to Group Discussions
- Handling Disagreements and Negotiation

Interpersonal Dynamics

- Giving and Receiving Feedback
- Understanding Cultural Nuances in Communication

MANAGE DIFFICULT PEOPLE AT WORK – CONFLICT MANAGEMENT



Main Objectives

After this training, participants will be equipped to handle difficult people and conflictual situations at work.

Participants will know the link between management style and people's behaviour, and they will also understand how conflict starts, how they develop and how to end it.

Participants will learn the various factors involved in a conflict and they will have clues to adapt their behaviour/attitude to these different situations.

Participants will learn different approaches to a conflictual issue and through role plays and strategic games, they will practice and develop their skills to adapt to different situations.

Duration	18 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	7,600,000 MMK/FMCCI members 8,900,000 MMK/Non – FMCCI members
No. of Trainees	Max 10

Who Should Attend

- Managers and officers who have to manage people
- Human resources specialists

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Managing difficult employees is a common workplace challenge that consumes time, energy, and money. Because conflict involves emotions, it can also create stress and reduce managers' effectiveness at all levels.

This course provides participants with a solid understanding of workplace conflicts through a practical framework, exercises, and real-life applications. It emphasizes the importance of effective people management to prevent conflict, highlighting how performance assessment, development opportunities, and resistance to change influence employee motivation and behavior.

Participants will also learn how to manage the emotional aspects of conflict professionally and rationally, minimizing personal emotions while resolving issues. Finally, the course explores the role of company values and policies in conflict management and the importance of aligning managers and employees with them to prevent difficult situations.

Course Outline

- Understand what it means to "manage people"
- Understand how conflicts start and develop
- Understand some basic social behaviours and their impacts
- The two factors to control: Emotions; Power
- Change your attitude towards conflict:
- Learn various approaches to handle a conflict:
- Final wrap-up: what do we really want when in conflictual situations?



OPERATIONS

PROJECT MANAGEMENT (OPTION 1)



Main Objectives

The course equips participants with a through understanding and implementation skills of the main project management areas. It aims to prepare individuals to proficiently initiate, plan, execute, control, and close projects, ensuring they comprehend the complexities of the project lifecycle and can navigate various project management challenges effectively.

Duration	12 hours
Venue	In-person
Trainer	Win Thu Aung
Language	English / Burmese
Full Training cost	5,300,000 MMK/FMCCI members 6,200,000 MMK/Non-FMCCI members
No. of Trainees	Max 25

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Project Managers and Team Members seeking to enhance their project management skills.
- Professionals in charge of planning, executing, and overseeing projects.
- Individuals aiming to learn contemporary project management tools and techniques.
- Stakeholders involved in project selection, risk assessment, and quality control.

Why This Training

Project Management training is vital for corporates and individuals as it provides critical insights into effectively managing projects within time and budget constraints. The ability to analyze and navigate complex project environments is an indispensable skill in today's dynamic work landscape. This training empowers professionals to enhance their project delivery capabilities, drive successful outcomes, and effectively manage stakeholder expectations, thereby contributing to the sustainable growth and competitive advantage of their organizations.

Course Outline

- Project Life Cycle
- Effective Negotiation & Conflict Management Techniques
- Monitoring & Evaluation of the Project (Internal & External View)
- Risk Assessment (Quantitative & Qualitative)
- Client Market and Competitors Analysis and more...

PROJECT MANAGEMENT BY EXPERIENCE (OPTION 2)



Main Objectives

To understand Project Management through a practical approach by implementing a real project. Each participant works on a company/personal project and carries it on during the seven sessions. Important point: participants have to work on their project between each session.

Duration	18 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	7,600,000 MMK/FMCCI members 8,900,000 MMK/Non – FMCCI members
No. of Trainees	Max 8

Who Should Attend

- Anyone who wants to learn Project Management
- People already involved in Project Management but without theoretical basics (including people with only a title of officer)

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Project Management is now a very trendy concept...although most people don't really understand it! It is currently very fashionable, and "projects" are everywhere. But there are actually not so many people who really understand what a project is, how to plan and handle one properly, how to prepare and implement all steps in an orderly manner. Consequently, we developed this very practical approach to make Project Management accessible to everyone without any specific knowledge ahead.

Course Outline

- What is Project Management: An Overview
- Purpose and Needs Assessment
- Goals, Objectives, Targets
- Inputs and Activities: The Log Framework
- Resource: Human, Time, Budget
- Monitoring and Evaluation, Risks and Risks Management
- Reporting, Archives and Memory

INTRODUCTION TO AGILE METHODS



Main Objectives

To make participants familiar with the new trend in Project Management: Agile Methods. First objective is to have trainees understand the foundational principles of Agile, the Agile Manifesto, and how Agile differs from traditional project management approaches. Then, the second objective is to have them gain a deep understanding of Scrum, one of the most widely adopted Agile frameworks. The third objective is to learn about key Agile tools and techniques to support project management in an Agile environment.

Duration	18 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	7,600,000 MMK/FMCCI members 8,900,000 MMK/Non-FMCCI members
No. of Trainees	Max 10

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Project Managers & Project Management Professionals
- Senior Managers, Team Leaders & Decision-Makers involved in project leadership
- Professionals transitioning to or preparing for Agile project management roles

Why This Training

Agile methods are currently becoming increasingly relevant in all project management fields. Consequently, any person who wants to be a project manager, who is currently a project manager but using waterfall approach, who wants to understand the current transformations of project management need to know Agile methods, because they are widely used.

Course Outline

Three sessions of 6 hours

Day 1: Introduction to Agile Project Management

- Introduction to Agile
- Agile Manifesto & Principles
- Frameworks, Roles & Responsibilities
- Managing Agile Teams
- Dealing with Changes in Agile Projects

Day 2: Scrum Framework Overview

- Introduction to Scrum
- Scrum Artefacts and Events
- Continuous Improvement in Agile
- Typical challenges in Agile projects

Day 3: Agile Tools and Techniques

- Sprint Execution
- User Stories and Epics
- Kanban & Task Boards
- Burndown Charts & Velocity

DIGITAL TRANSFORMATION MASTERY



Main Objectives

The main objective of this training is to equip participants with a solid understanding of digital transformation concepts and their impact on business, identify opportunities to digitize business processes, apply digital tools to enhance operational efficiency and decision-making, develop practical digital transformation strategies and roadmaps, and effectively lead and manage digital transformation initiatives within their organizations.

Duration	12 hours
Venue	In-person
Trainer	Win Thu Aung
Language	English / Burmese
Full Training cost	5,300,000 MMK/FMCCI members 6,200,000 MMK/Non-FMCCI members
No. of Trainees	Max 25

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Executives
- Department Heads
- Managers
- Supervisors
- Professionals leading digital transformation and process improvement.

Why This Training

This training program is designed to help organizations in Myanmar successfully navigate digital transformation by integrating technology, data, and innovation into their business strategies. Participants will learn how to redesign processes, leverage digital tools, and adopt data-driven decision-making to improve efficiency and competitiveness. The course focuses on practical transformation frameworks, real-world applications, and implementation strategies tailored to Myanmar's business environment.

Course Outline

- Module 1: Introduction to Digital Transformation
- Module 2: Digital Strategy and Business Model Innovation
- Module 3: Process Digitalization and Automation
- Module 4: Data-Driven Decision Making
- Module 5: Technology and AI in Transformation
- Module 6: Change Management and Implementation

CHANGE MANAGEMENT (OPTION 1)



Main Objectives

This training equips managers with practical tools, case studies, and applied knowledge to effectively lead and manage organisational change, recognising that while change is challenging, avoiding it can hinder growth and sustainability. Through guided discussions, collaborative problem-solving, and knowledge sharing, participants engage with real challenges to develop practical solutions without information overload. By the end of the program, they will have a clear understanding of Change Management principles, key challenges, and common pitfalls, along with the ability to design a practical and effective Change Management Plan tailored to their organization.

Duration	21 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	8,900,000 MMK/FMCCI members 10,400,000 MMK/Non-FMCCI members
No. of Trainees	Max 8

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Senior Managers, Department Heads & Business Leaders
- C-Suite Executives & Decision-Makers
- Managers Leading Organisational or Departmental Change
- Project & Change Management Professionals

Why This Training

Change is inevitable—but it can be managed effectively. Successful and sustainable change cannot be achieved through authority alone; people are the key to making change succeed.

This training equips managers with knowledge, practical methods, and tools to plan and lead organizational change while actively involving employees throughout the process. Participants will learn how to manage each stage of change, build engagement, address resistance, and ensure that people are prepared to accept, adopt, and sustain change successfully.

Course Outline

Five sessions of 4 hours

- Session 1: The basics of Change management
- Session 2: Let's discuss "Objectives"
- Session 3: Let's discuss "People"
- Session 4: Let's discuss "Communication"
- Session 5: Let's discuss "Measure and Follow Up"

CHANGE MANAGEMENT (OPTION 2)



Main Objectives

This course aims to equip participants with skills to navigate and lead organizational change effectively. It delves into the dynamics of change within organizations, addressing both internal and external drivers, and furnishing participants with strategies to overcome resistance and foster a culture of adaptability.

Duration	10 hours
Venue	In-person
Trainer	Win Thu Aung
Language	English / Burmese
Full Training cost	4,400,000 MMK/FMCCI members 5,100,000 MMK/Non-FMCCI members
No. of Trainees	Max 25

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Leaders and Managers responsible for implementing change.
- Team Members involved in change management processes.
- Professionals interested in understanding the change dynamics in business.

Why This Training

Professionals need this training to understand change as a constant in competitive business environments. It is crucial for driving innovation, staying ahead in the market, and managing the human side of change processes.

Course Outline

- Section 1: Foundations of Change Management
- Section 2: Stakeholders and Resistance
- Section 3: Strategies and Culture in Change Management
- Section 4: Leadership and Communication in Change

INTRODUCTION TO SUSTAINABLE DEVELOPMENT FOR BUSINESS



Main Objectives

This training brings a clear understanding of sustainability in business: it shows how sustainability affects costs, revenue, brand reputation, risk management, and competitiveness. It also helps participants to identify opportunities within their own work and encourage changes in mindset and culture.

Duration	6 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	2,600,000 MMK/FMCCI members 3,000,000 MMK/Non – FMCCI members
No. of Trainees	Max 10

Who Should Attend

- Anyone with some interest about challenges due to environment.

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

A pandemic, a war far from your country, a simple change in rules and regulations... and your business can quickly collapse! During this session, participants build awareness and understanding of the on-going and coming challenges due to environmental pressure on their businesses. This training is not about turning people into experts but about shifting how they think and giving them practical starting points to adapt and anticipate. This training helps participants realize that sustainability is a business advantage.

Course Outline

- What are Ecosystem services? What are their links with business development? How businesses depend on these Ecosystem services...
- What are today the threats to Ecosystem services? How do they seriously impact the supply chain?
- How to mitigate and anticipate these risks? The three spheres of sustainability, the triple bottom line
- The product's life circle. How to use it when creating services.
- The 6-RE philosophy
- CSR against Social License

FACILITATION PROGRAM



Main Objectives

By the end of the Facilitation Program, participants will be able to

- familiarize themselves with adult learning principles,
- manage classroom and participants effectively,
- transfer their knowledge and skills to participants effectively using different facilitation and presentation techniques.

Duration	24 hours (only weekend availability)
Venue	In-person
Trainer	Yee Mon Kyaw
Language	Burmese / English
Full Training cost	10,500,000 MMK/FMCCI members 12,300,000 MMK/Non-FMCCI members
No. of Trainees	Max 15

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- People Managers who want to become effective facilitators for their team members or stakeholders
- Individual Contributors who want to deliver impactful presentations through effective facilitation.
- Those who aspire to become a professional in facilitation or training

Why This Training

Imagine an opportunity presents to you to lead a strategic meeting in a room full of senior executives, do not pass on this opportunity. Grab it!

Whether you are a facilitator/trainer or not, mastering facilitation skills allows you to be an effective collaborator and project manager. This is a transferable skill which will help enhance your career and your projection of competence to your stakeholders.

All leaders should know how to facilitate since this is their primary role daily. They facilitate every day to ensure their team members are happy, productive, and are able to deliver desired outcomes. Why not learn the skill now?

This training will also prepare the aspiring trainers/facilitators to be able to deliver effective training programs which are both educational, engaging, and entertaining.

Course Outline

- Basic Must-Knows in Facilitation
- Effective Structures for Facilitation
- Making Impactful Presentation for Effective Knowledge Transfer
- Connecting it all together



INFORMATION MANAGEMENT & DECISION MAKING

MAKE THE RIGHT DECISION: EFFECTIVE PROBLEM SOLVING USING CRITICAL THINKING



Main Objectives

To understand the critical thinking process and to be able to develop this specific attitude to solve problems.

To change attitude and approach towards challenges and issues and create more enthusiasm to tackle them.

During the course, participants practice problem-solving skills and develop ability to use some specific analysis' tools, including SWOT and Mind mapping. Through this practical approach, they get more self-confidence, which allow them to develop some creativity in return.

Duration	18 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	7,600,000 MMK/FMCCI members 8,900,000 MMK/Non – FMCCI members
No. of Trainees	Max 10

Who Should Attend

- Managers and Deciders who want to improve their decision-making process
- Employees who have to work under minimum guidance

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

One of managers' main tasks is to anticipate challenges to come. And to do so efficiently, they need to masteries "what if" scenarios, to create possible solutions and then test them out. This requires strong problem-solving skills and critical thinking attitude. To develop these two skills jointly is an asset for competition. Whether you're answering a customer facing different issues or creating innovative solutions inside your company get more efficiency, you need to feel confidence in your methodology and the tools you use. This is what this training is about.

Course Outline

- What is critical thinking? Why we need to develop this attitude?
- How to build a proper reasoning?
 - The 3 ways to convince people
 - Three main reasoning process
 - The reasoning tree
 - Detect reasoning fallacies that bring wrong decisions
- Problem statement, problem solving: the IDEAL method
- The critical thinking process:
 - Analysis
 - Evaluation
 - Inference
- Organise your thoughts:
 - The SEE approach
 - Mind mapping
 - The SWOT analysis
- Reflective judgement:

DECISION SCIENCE AND BUSINESS ANALYTICS FOR MANAGERS



Main Objectives

To provide people with all the needed tools to properly plan, organise, implement and control their activities. Anyone can become a good manager. But it is granted to no one. Thinking that being a boss makes a manager is always a major mistake. Everyone can and have to learn proper and efficient management if he/she is to succeed in guiding a department or a company. This is what this course is about: to learn the theory behind management and to be able to implement it in a practical way.

We focus on all aspects of managerial knowledge. Not only the contents but the skills – how to implement the theory you learnt and know – and the attitude, the will to implement, to take risk, to get really out of your comfort zone.

Duration	12 hours
Venue	In-Person / Hybrid
Trainer	Win Thu Aung
Language	English / Burmese
Full Training cost	5,300,000 MMK/FMCCI members 6,200,000 MMK/Non – FMCCI members
No. of Trainees	-

Who Should Attend

- Executives
- Managers
- Supervisors
- Professionals in planning, performance, and decision-making.

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Management is for sure one of the most misunderstood skills in the Business field. Many people believe that having power and giving orders is managing and of course this impacts their department or their company negatively. We developed this course to provide all the most needed basics of management to the people open-minded enough to build their capacities in order to develop professionally.

Course Outline

- What is a manager? The various level of management
- The basic management skills:
 - Planning
 - Organising
 - Coaching and Delivering
 - Monitoring
- Constructive feedback
- How to properly delegate
- Timing
- How to measure working performance
- How to handle conflicts and dispute
- How to develop staff motivation

INTRODUCTION TO KNOWLEDGE MANAGEMENT



Main Objectives

At the end of the training, the trainee will understand key Knowledge Managements concepts and be able to apply simple tools to improve knowledge sharing and retention in its organization.

Duration	6 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	2,600,000 MMK/FMCCI members 3,000,000 MMK/Non – FMCCI members
No. of Trainees	Max 10

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Senior & High-Level Managers, Business Leaders, and HR Leaders
- Decision-Makers responsible for shaping, strengthening, or transforming organizational culture
- Leaders with in-depth knowledge of their organization's formal and informal culture and ways of working

Why This Training

High employee turnover can cause companies to lose valuable knowledge, skills, and organizational memory, while increasing the time and cost of repeatedly training and onboarding new employees. This training introduces a systematic Knowledge Management approach to retain critical organizational knowledge, accelerate newcomer effectiveness, reduce repeated efforts, and strengthen a consistent company culture despite workforce changes.

Course Outline

- What is Knowledge Management?
- Types of knowledge:
- Why KM matters:
- Knowledge lifecycle:
- Some KM tools:
- Some KM Techniques:
- Building a knowledge-sharing culture

FINDING WHAT MATTERS: EFFECTIVE INFORMATION SEARCH & VERIFICATION



Main Objectives

To improve participants' ability to find the right information quickly and without doubt that this information is the right one. Trainees will learn to turn vague questions into searchable queries, to use advanced search techniques efficiently, to evaluate credibility and relevance of sources, and to cross-check their findings to avoid misinformation and bias traps.

Duration	6 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	2,600,000 MMK/FMCCI members 3,000,000 MMK/Non – FMCCI members
No. of Trainees	Max 10

Who Should Attend

- Professionals and Employees whose roles require regular research, information gathering, and access to accurate, reliable, and up-to-date information.

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Everyone can type a question in Google Search or ChatGPT... and fail in common traps like outdated news, wrong data, questionable answers. A tool is no more than a tool, and the quality of the searchers and requests deeply impacts the quality and relevance of answers. It also saves a lot of time as a proper query brings immediately the right and accurate answer. A wrong data can easily spoil a whole work... All companies dealing with sensitive data or relying on accurate, updated information need to ensure their staff can find out what matters or not easily and with minimum supervision.

Course Outline

- What is a "relevant information"?
- Apply the right strategy to the proper search
- Check the quality of your source
- Improve the quality of your information through cross-checking across multiple sources

M&E AND DATA DRIVEN DECISION MAKING



Main Objectives

This training brings awareness about how to set up a relevant Monitoring & Evaluation system, what kind of data they need to collect and why, regarding their organization and their activities. They will also learn to use the outcomes of their M&E system to take decisions. They will understand how to turn raw data into actionable decisions using structured thinking, basic tools, and clear communication through data-oriented storytelling.

Duration	12 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	5,100,000 MMK/FMCCI members 6,000,000 MMK/Non – FMCCI members
No. of Trainees	Max 8

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Human Resources Specialists who have to build a proper M&E framework
- Decision Makers who want to understand in detail how their company/department work
- All Managers who want to use relevant data to take the right decision.

Why This Training

Managers are expected to make rational decisions based on objective evidence. In reality, however, many rely on intuition or trends because they often lack the right data at the right time. Monitoring and Evaluation (M&E) is not simply about questionnaires or supervising staff; it is about developing a framework that serves as the backbone of all key decisions by collecting the right data for the right purpose. Yet gathering data is only the first step. Participants also learn how to interpret data, identify what is truly relevant, use it effectively in decision-making, and present conclusions through charts and storytelling to gain support and influence others.

Course Outline

- What is Monitoring and Evaluation?
The M&E Results chain
- Building an M&E system:
- Establish the baseline values and define/set your target values
- Develop a data collection method and strategy and specifically
Identify the data sources
- What is Data-driven decision making and why organizations rely on data (vs intuition alone)
- Common mistakes (bias, poor data quality)
- Types of data: Qualitative vs quantitative, Structured vs unstructured data
- Asking the Right Questions and turning problems into measurable questions
- Defining KPIs (Key Performance Indicators)
- Data Visualization & Interpretation:
Choosing the right chart type
- Interpreting results correctly:
Correlation vs Causation
- Communicating Data Effectively:
Storytelling with data
- Making recommendations based on evidence

SUCCESSFUL BUSINESS NEGOTIATIONS IN ENGLISH



Main Objectives

Strategic Preparation: To learn how to set clear objectives, define “walk-away” points, and understand the other party’s needs.

Master Bargaining Techniques: To gain a toolkit of persuasive language and tactics for making concessions without losing value.

Build Relationship Capital: To develop the skills necessary to manage conflict and reach “win-win” outcomes that strengthen business partnerships.

Duration	10 Hours (2 days)
Venue	In-person / online
Trainer	Edulink
Language	Burmese
Full Training cost	Upon Request
No. of Trainees	10 – 16 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Sales and Procurement Professionals responsible for high-value contracts.
- Business Development Managers and Team Leaders.
- Executives who represent the organization in strategic partnerships and legal discussions.

Why This Training

Negotiation is more than just reaching an agreement; it is about creating value and building long-term professional relationships. In a competitive market, the ability to navigate complex discussions with confidence is vital. This course equips participants with a structured framework to prepare, bargain, and close deals effectively, ensuring they can handle difficult counterparts while achieving their strategic objectives.

Course Outline

The Foundations of Negotiation

- Different Styles: Competitive vs. Collaborative
- Establishing a Positive Climate

The Planning Phase

- Setting Objectives and Limits (BATNA)
- Information Gathering and Questioning Skills

The Bargaining Process

- Proposing and Responding to Offers
- The Art of Concession: When and How to Give Way

Closing the Deal

- Handling Deadlocks and Objections
- Confirming Agreements and Post-Negotiation Review

LEARN THE ART OF NEGOTIATION



Main Objectives

To provide participants with a clear understanding of the negotiation process. To build awareness of the different negotiation profiles and which one of them has the most chances to stand and be beneficial. To learn the basic skills involved in a negotiation process and to practice them.

At the end of this training, participants will feel at ease and comfortable in entering a negotiation process. They will know how to prepare for it, how to carry it out successfully and how to close it.

Duration	6 hours
Venue	In-person
Trainer	Eric Glover
Language	English
Full Training cost	2,600,000 MMK/FMCCI members 3,000,000 MMK/Non – FMCCI members
No. of Trainees	Max 10

Who Should Attend

- Managers and Deciders at all levels of a company
- All Staff involved in contact with suppliers or customers

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Negotiation is an important skill in business, and one many people don't really master it. There are many common mistakes to avoid, especially at emotional levels, and this usually need to be practiced. Hopefully, like all skills, negotiation can be learnt. People who understand well the whole process and have good control of it are the most likely to get the best out of any negotiation process.

Course Outline

- What is negotiation?
- Who do we negotiate with?
- Why negotiate?
- How to negotiate
- Preparation – Find your BATNA
- The negotiation window
- The discussion/bargaining
- Closing the negotiation

BUILDING PEOPLE STRATEGY FOR BUSINESS SUCCESS



Main Objectives

Participants will be able to:

- Understand what a people strategy is and why it matters for business success.
- Link people strategy directly with business strategy to drive results.
- Identify critical areas: talent acquisition, development, retention, and performance culture.
- Apply the People Strategy Canvas to design and implement actionable HR initiatives.
- Recognize common pitfalls of “Family-Style Management” and transition toward structured HR practices.
- Build a roadmap for scalable and sustainable people practices that support long-term growth.

Duration	7 hours
Venue	In-person
Trainer	Laura Cho
Language	Burmese
Full Training cost	2,800,000 MMK/FMCCI members 3,200,000 MMK/Non-FMCCI members
No. of Trainees	10 – 15 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

This workshop is designed for:

- Business Owners & Entrepreneurs
- HR Leaders & Managers
- Department Heads & People Managers
- Future Leaders & HR Professionals

Why This Training

A well-defined People Strategy becomes the engine for a high-performing culture. It drives higher employee engagement, productivity, and retention, which directly translates to improved customer service, product quality, and the bottom line. Organizations with strong People Strategies are proven to be more profitable.

This workshop equips leaders and HR professionals with the frameworks and tools to build a practical, business-focused people strategy. It will help you move from ad-hoc HR practices to a structured, strategic approach that fuels growth, engagement, and performance.

Course Outline

- Module 1: Introduction: Why People Strategy Matters
- Module 2: Understanding People Strategy
- Module 3: Linking Business Strategy and People Strategy
- Module 4: Building Blocks of a People Strategy
- Module 5: Practical Tool: The People Strategy Canvas
- Module 6: Action Planning & Roadmap

STRATEGIC PEOPLE MANAGEMENT FOR LEADERS



Main Objectives

Participants will be able to:

- Participants will be able to:
- Understand their role in shaping a high-performance culture
- Apply key people management practices aligned with business outcomes
- Strengthen employee engagement, accountability, and motivation
- Handle performance conversations and underperformance constructively
- Partner with HR on recruitment, development, and employee relations

Duration	12 hours
Venue	In-person
Trainer	Laura Cho
Language	Burmese
Full Training cost	4,800,000 MMK/FMCCI members 5,400,000 MMK/Non-FMCCI members
No. of Trainees	10 – 15 Maximum

Who Should Attend

- Line Managers, Supervisors, and Team Leaders
- Department Heads and Functional Leaders
- Business Unit Managers
- Emerging Leaders transitioning into people management roles

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

Strong people management is a strategic lever for organizational success. Yet many leaders rise through technical or business expertise and receive little formal training on how to manage people effectively. Without the right tools, people-related challenges such as underperformance, attrition, disengagement, or conflict can undermine even the best business strategies.

This program equips leaders with critical HR and people management skills to lead with confidence, fairness, and strategy. It also helps bridge the gap between business goals and people outcomes—building stronger collaboration between leaders and HR.

Course Outline

- Module 1: Strategic Role of People Leaders
- Module 2: Performance and Accountability
- Module 3: Coaching & Feedback for Growth
- Module 4: Hiring and Developing Talent
- Module 5: Leading Engagement and Motivation
- Module 6: Navigating Difficult People Issues

STRATEGIC THINKING



Main Objectives

The main objective is to strengthen participants' ability to think beyond daily tasks and make disciplined, forward-looking decisions that support sustainable business performance. By the end of the workshop, participants will be able to scan internal and external changes, distinguish symptoms from strategic issues, generate and evaluate alternative courses of action, and explain where the organization or department should compete and how it can create value. They will also practice balancing long-term initiatives with quarterly KPIs, building a practical roadmap, and communicating strategic recommendations to senior leaders and cross-functional teams. The workshop emphasizes application rather than theory, so every participant leaves with a one-page strategic intent, prioritized initiatives, and a draft 90-day execution plan relevant to their work context.

Duration	18 hours
Venue	In-person
Trainer	Win Thu Aung
Language	English / Burmese
Full Training cost	7,900,000 MMK/FMCCI members 9,200,000 MMK/Non-FMCCI members
No. of Trainees	12 -15 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Middle Managers, Department Heads, Functional Managers, Branch Managers, Project Managers, and Business-unit Leaders.
- High-potential employees who contribute to planning, improvement projects, budgeting, market development, or cross-functional decisions.
- Entrepreneurs and SME Leaders

Why This Training

Managers and supervisors are expected to solve immediate operational problems while also preparing their teams for changing markets, customer expectations, technology, competition, and internal performance demands. Many capable managers remain trapped in short-term firefighting because they lack practical tools for scanning the environment, challenging assumptions, choosing priorities, and translating strategy into coordinated action. This workshop develops those capabilities through structured frameworks, business simulations, case discussions, and team exercises. Participants learn to identify emerging opportunities and risks, create realistic strategic options, connect departmental decisions to organizational value, and convert longer-term direction into measurable 90-day actions. The program is especially useful for organizations seeking stronger cross-functional thinking, better-quality management decisions, and leaders who can communicate strategic priorities clearly rather than relying only on intuition or routine experience.

Course Outline

DAY 1: FORESIGHT, STRATEGIC DIAGNOSIS AND CHOICE

Session 1-Moving from Operational Thinking to Strategic Thinking

Session 2-Environmental Scanning and Weak Signals

Session 3-Scenario Thinking and Strategic Assumptions

Session 4-Strategy Design and Value Creation

DAY 2: INITIATIVE DESIGN, EXECUTION AND INFLUENCE

Session 5-Designing and Prioritizing Strategic Initiatives

Session 6-Road-Mapping and 90-Day Execution

Session 7-Strategic Communication and Cross-Functional Alignment

Session 8-Strategic Pitch and Action Commitment

MENTORSHIP PROGRAM



Main Objectives

Participants will be able to:

- Build Leadership and Career Readiness across all levels
- Strengthen Knowledge Transfer and Organizational Continuity
- Support Retention, Engagement, and Succession Planning
- Foster Inclusion and Psychological Safety through mentorship relationships

Duration	3 – 6 months
Venue	Hybrid (In-person & Virtual options)
Trainer	Laura Cho
Language	Burmese
Full Training cost	“Case by Case” upon Negotiation
No. of Trainees	1 – 2 Maximum

Who Should Attend

- Mid-Level to Senior Employees as mentors; Early-career to emerging leaders as mentees

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

To cultivate a learning-driven, collaborative, and inclusive workplace culture by pairing emerging talents and managers with experienced mentors who can guide, challenge, and inspire them to achieve professional and personal growth.

Program Outcomes

By the end of the program, participants will:

- Strengthen personal leadership skills
- Build deeper cross-functional collaboration
- Enhance engagement and retention through purposeful relationships
- Develop a culture of continuous learning and empowerment

Tier Packages for Mentorship Program

- 1) Starter Mentorship Setup - “Launch & Learn” - Standard 3 Months Structure
- 2) Comprehensive Mentorship Program - “Mentorship in Action” - Custom 6 Months Structure
- 3) Premium Strategic Mentorship Partnership - “Culture of Mentorship” - Fully customized 6-9 Months Program

PRACTICAL PROCUREMENT SKILLS FOR PROFESSIONALS



Main Objectives

The primary objective of this course is to equip individuals and organizational teams with actionable, real-world skills by moving completely away from dry, theory-bound training. It aims to fully master the end-to-end procurement cycle—from planning and sourcing through payment and final reporting—aligned directly with Global Standard SOPs. Through a highly engaging curriculum consisting of 20% theory and 80% practical exercises, the program ensures participants gain firsthand confidence handling critical workplace scenarios and case studies. Ultimately, this training prepares professionals to systematically resolve daily purchasing challenges, successfully optimize organizational procurement policies, and confidently open up new paths for career advancement and professional job interviews.

Duration	18 hours
Venue	In-person / online
Trainer	David Oung
Language	English / Burmese
Full Training cost	6,400,000 MMK/FMCCI members 7,200,000 MMK/Non-FMCCI members
No. of Trainees	Max 20

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Procurement & Purchasing Officers/ Staff
- Admin & Operations Staff, Supply Chain & Logistics Professionals
- Professionals preparing for procurement-related jobs – advancement or job interviews. Fresh graduates/early-career professionals

Why This Training

In today's competitive job market, companies and NGOs face growing demand for skilled procurement professionals. Yet many employees struggle with complex procurement policies, inefficient Standard Operating Procedures (SOPs), and daily operational challenges. This training bridges that gap through a 20% Theory & 80% Practical approach, focusing on real workplace application rather than theory alone.

Using PSR's exclusive Workspace Practical Exercise and real-life case studies, participants gain hands-on experience with end-to-end procurement documents, including PR, RFX, CBA, and Contracts, aligned with global standard SOPs. Whether you are starting a procurement career, enhancing workplace practices, or preparing for job interviews, this course equips you with practical skills, confidence, and the expertise to manage the full procurement cycle and advance your career.

Course Outline

- Module 1: Fundamentals of Procurement & Supply Chain
- Module 2: Procurement Operations, Roles, and Performance
- Module 3: Procurement Planning, Ethics, and Supplier Strategy
- Module 4: Sourcing Execution, Selection, and Contract Management
- Module 5: Receiving, Payment, and Procurement Compliance.



SALES

SALES AND CUSTOMER SERVICE MASTERY



Main Objectives

The main objective of this training is to equip participants with the knowledge and skills to understand customer behavior and buying psychology, enhance their sales communication and persuasion techniques, effectively handle customer objections and close sales, deliver exceptional customer service experiences, and build strong customer loyalty for long-term business relationships.

Duration	12 hours
Venue	In-person
Trainer	Win Thu Aung
Language	English / Burmese
Full Training cost	5,300,000 MMK/FMCCI members 6,200,000 MMK/Non-FMCCI members
No. of Trainees	Max 25

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Sales professionals
- Customer Service Personnel
- Supervisors
- Managers
- Frontline Employees focused on sales performance and customer experience

Why This Training

This training program is designed to strengthen both sales performance and customer service excellence in organizations operating in Myanmar. It focuses on practical techniques for increasing sales conversions, building strong customer relationships, and delivering outstanding service experiences. Participants will learn how to understand customer needs, handle objections, improve communication, and create long-term customer loyalty. The course combines modern sales strategies with customer-centric service approaches to drive business growth and competitive advantage.

Course Outline

- Module 1: Foundations of Sales and Customer Service
- Module 2: Customer Psychology and Communication Skills
- Module 3: Sales Techniques and Conversion Strategies
- Module 4: Customer Service Excellence
- Module 5: Digital Sales and Customer Engagement
- Module 6: Performance Improvement and Action Planning

THE ART OF SELLING



Main Objectives

At the end of the session, we would like you to know the essential framework of effective selling and drive measurable behavioral change in every client interaction.

Duration	13 hours
Venue	In-person
Trainer	U Myo Than
Language	Burmese / English
Full Training cost	4,300,000 MMK/FMCCI members 4,900,000 MMK/Non-FMCCI members
No. of Trainees	Max 12

Who Should Attend

- Assistant Sales Managers, Sales Managers, and Directors of Sales.
- Professionals with 3 to 5 years of sales or client-facing management experience who are looking to refine their consultative selling techniques and elevate their deal-closing strategy.

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

In today's competitive landscape, selling requires more than just knowing a product—it demands a strategic, relationship-first mindset. Sales professionals often focus heavily on their own pitch rather than understanding the customer's perspective. To succeed across all mediums, whether face-to-face or over the phone, salespeople need a structured approach to navigate sales calls effectively.

True sales transformation requires changing behavior—shifting from transactional pitches to interactive, consultative dialogue. Establishing positive contact upfront builds strong relationships, acts as a long-term strategy, and grants salespeople more valuable time with clients. Furthermore, mastering the distinction between pre-sale objections and post-sale complaints allows reps to address criticisms constructively before securing a deal. This training equips sales teams with the behavioral shifts, active listening habits, and structured steps required to move from basic product pushing to sustainable, high-value deal closing.

Course Outline

By completing this interactive program, participants will be able to:

- Target & Connect: Identify ideal prospects and open dialogues effectively to establish strong, long-term working relationships.
- Listen & Qualify: Master active listening and ask targeted questions to qualify client needs thoroughly before presenting arguments.
- Persuade & Pitch: Deliver tailored sales pitches that shift the conversation from the seller to the client's specific priorities.
- Handle Objections & Close: Differentiate pre-sale objections from post-sale complaints to confidently resolve criticisms, lead clients to a conclusion, and close deals.
- Consolidate: Implement structured follow-up techniques to maintain client relationships post-meeting



ARTIFICIAL INTELLIGENCE

BASIC AI FOR EVERYDAY PROMPTING



Main Objectives

By the end of this course participants will understand the fundamentals of AI prompting, apply a six-step prompting framework, recognize good and poor prompts, and confidently use AI tools to create higher-quality work while avoiding common mistakes.

Duration	7 hours
Venue	In-person
Trainer	Yoan Tufel
Language	English
Full Training cost	2,800,000 MMK/FMCCI members 3,100,000 MMK/Non-FMCCI members
No. of Trainees	6 - 9 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Anyone willing to learn the secret of prompting and the know-how to talk to AI.

Why This Training

Artificial Intelligence is changing the way people work. However, many people still think AI is only used to search for information.

This training shows participants how to give clear instructions to AI so it can provide better and more useful answers.

No programming or technical knowledge is required. The course uses simple explanations, practical examples and step-by-step exercises.

The skills can be used immediately in administration, human resources, marketing, finance, education and everyday office work.

Course Outline

- AI vs GOOGLE Search
- What is AI
- The 6-step to a great prompt
- Good the bad and the perfect prompt
- Live demo – To be a AI banker
- Difference between AI's

AI BUSINESS MANAGEMENT TRAINING



Main Objectives

By the end of this training, participants will understand the role of artificial intelligence (AI) and customized AI assistants in business operations and management. They will learn how to design and implement AI-powered solutions for key business functions, including finance, human resources, marketing, and operations. The course will equip participants with practical skills to apply AI tools for improved decision-making, operational efficiency, and workflow automation. In addition, they will develop a practical AI adoption roadmap tailored to their organization's needs, enabling them to integrate AI strategically and effectively into their business processes.

Duration	12 hours
Venue	In-person / online
Trainer	Win Thu Aung
Language	English / Burmese
Full Training cost	7,000,000 MMK/FMCCI members 8,200,000 MMK/Non-FMCCI members
No. of Trainees	Max 20

Who Should Attend

- Executives
- Managers
- Supervisors
- Team leaders
- Professionals seeking to leverage AI for productivity and better decisions.

For full course content and further discussion, please contact us +95 9 425 450 546.

Why This Training

This course is designed to bridge the gap between traditional business management and modern AI-driven decision-making. It focuses on practical applications of AI and customized AI bots that can be directly implemented in Myanmar organizations. Participants will not only learn AI concepts but also build and deploy AI-powered assistants to improve productivity, automate workflows, and support strategic decisions across business functions.

Course Outline

- Module 1: Introduction to AI & AI Bots in Business
- Module 2: AI Tools & Prompt Engineering
- Module 3: Customized AI Bots for Business Functions
- Module 4: AI for Strategic Decision Making
- Module 5: AI Automation & Workflow Design
- Module 6: AI Strategy & Implementation

BUILD WITH SWARMUI: AI POSTER & CHARACTER GENERATION



Main Objectives

Participants will learn the complete SwarmUI workflow and understand how prompts, negative prompts, steps, CFG, seed and image size affect results. They will create a product poster and a stylized character, compare variations, identify defects and improve outputs by changing one element at a time. The final outcome is a simple, repeatable process that can be reused for future visual projects.

Duration	7 hours
Venue	In-person
Trainer	Yoan Tufel
Language	English
Full Training cost	3,000,000 MMK/FMCCI members 3,400,000 MMK/Non-FMCCI members
No. of Trainees	6 - 7 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Marketing, Communication and Social Media Staff
- Graphic-Design Beginners and Content Creators
- Entrepreneurs, Trainers and Small-Business Owners
- Students or Professionals curious about local AI tools
- Beginner Level; no advanced technical role required

Why This Training

AI image tools create visuals quickly, but good results require clear prompts, correct settings and a reliable workflow. This practical beginner course teaches participants to install and use SwarmUI locally, create product posters and stylized characters, and improve weak results through controlled iteration. Local generation offers more privacy and creative control. Participants follow demonstrations, complete short exercises and finish with two usable visual projects for marketing, social media, presentations or personal work.

Course Outline

- Introduction to local AI image generation
- Install SwarmUI and Prepare Models
- Explore the GUI: prompt, negative prompt and model selection
- Understand Steps, CFG, seed and image size
- Prompt Formula: subject, style, lighting, composition and mood
- Workshop 1: create and improve a product poster
- Workshop 2: create a stylized character
- Character consistency and common error correction
- Final project and short presentation

CHAT GPT BASICS : SIMPLE AI SKILLS FOR EVERYDAY WORK



Main Objectives

By the end of the session, participants will be able to use ChatGPT for simple daily tasks. They will follow one easy prompt pattern: explain what you need, add useful details and say how the answer should look.

- Open ChatGPT and start a new conversation.
- Ask a clear question using simple words.
- Improve an answer: shorter, simpler, corrected or translated.
- Copy, save and use the result safely.

Duration	6 hours
Venue	In-person
Trainer	Yoan Tufel
Language	English
Full Training cost	3,100,000 MMK/FMCCI members 3,500,000 MMK/Non-FMCCI members
No. of Trainees	Max 8

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Complete Beginners with little or No AI experience.
- Office Staff, Shop owners, Teachers, Administrators and Managers.

No coding is required. Basic phone or computer use is enough.

Why This Training

This practical course is for people with little or no experience using AI. Participants learn what ChatGPT is, how to open it, type a question, read the answer and ask for changes. Simple examples include writing an email, correcting text, creating a short summary and finding ideas. The session also explains basic safety, including not sharing passwords, bank details or confidential information.

Course Outline

- Internet, browser, website and ChatGPT: the basic differences.
- Open ChatGPT, log in and start a new chat.
- The simple prompt: task + details + result wanted.
- Practice: emails, messages, summaries and ideas.
- Useful Follow-ups: “make it shorter”, “use simple English”, “try again”.
- Check the answer and protect private information.

BUILD AN APP WITH CODEX GUI



Main Objectives

Participants will learn a repeatable workflow for building applications with Codex GUI. By the end of the session, they will have created and tested an Employee Manager with a PySide6 dashboard, SQLite CRUD database, employee and task tracking, KPI cards, calendar views, and simple interface effects. They will also understand how to use /plan, write focused prompts, review generated files, detect errors caused by incomplete instructions, and request targeted corrections without restarting the project. The emphasis is on clear requirements, safe iteration, practical testing, and keeping business logic separate from the interface.

- Define the app scope, technology, folders, database, and UI.
- Use /plan and write focused Codex build prompts.
- Build, Test, Review, and Correct the generated application.

Duration	7 hours
Venue	In-person
Trainer	Yoan Tufel
Language	English
Full Training cost	3,600,000 MMK/FMCCI members 4,000,000 MMK/Non-FMCCI members
No. of Trainees	5 - 7 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Developers, IT staff, Technical Consultants, and Advanced Beginners.
- Junior to Mid-Level Professionals with basic coding knowledge.

Participants must bring a laptop and have access to ChatGPT Pro.

Basic Python, VS Code, and file/folder knowledge are recommended.

Why This Training

Codex can turn clear instructions into working software, but weak prompts often create incomplete features, poor structure, and avoidable bugs. This practical course shows participants how to plan, build, test, and improve an Employee Manager application from scratch. Students will create the project folder, define the dashboard, CRUD database, technology stack, visual effects, and assets, then review the generated code. Intentional prompt mistakes are included so learners can identify failures and correct them with better instructions. The session focuses on a real development workflow, helping participants use AI efficiently while keeping control of architecture, testing, and quality.

Course Outline

- Preview the final Employee Manager application.
- Create the project folders and add ChatGPT-generated assets.
- Plan the dashboard, CRUD rules, SQLite schema, tech stack, effects, and animations.
- Run /plan with an intentionally incomplete prompt.
- While Codex builds: explain the GUI, slash commands, prompt structure, and review tips.
- Test startup, CRUD actions, database behavior, and invalid inputs.
- Identify errors caused by the weak prompt and send focused correction prompts.
- Complete the final code and application review.

STRATEGIC MARKETING IN THE AI ERA



Main Objectives

Modern marketing is no longer driven by intuition alone. Organisations need structured strategies that integrate customer insights, data, AI technologies, branding, and measurable business outcomes. This workshop enables participants to understand how successful companies align marketing strategy with business strategy while creating personalised customer experiences across multiple channels. Participants will evaluate their current marketing maturity, identify gaps, and build a practical roadmap that supports sustainable business growth over the next 6 to 12 months.

Duration	8 hours
Venue	In-person
Trainer	May Thandar Win
Language	English / Burmese
Full Training cost	3,200,000 MMK/FMCCI members 3,600,000 MMK/Non-FMCCI members
No. of Trainees	20 - 30 Maximum

**For full course content and further discussion,
please contact us +95 9 425 450 546.**

Who Should Attend

- Business Owners, Entrepreneurs & SME/MSME Leaders
- Marketing, Brand & Digital Marketing Professionals
- Business Development & Sales Managers
- Corporate Strategy, Innovation & Leadership Professionals

Why This Training

Marketing is evolving rapidly, driven by AI, changing customer behavior, digital transformation, and rising competition. Businesses must move beyond traditional advertising and social media tactics to build integrated, customer-focused experiences powered by data, technology, and strategic decision-making.

This workshop equips business leaders, marketing professionals, and SME owners with practical frameworks that combine proven marketing principles, AI-enabled tools, and customer-centric strategies. Through case studies, discussions, and practical exercises, participants will develop actionable marketing strategies to strengthen customer loyalty, drive sustainable growth, and maximize marketing investment.

Course Outline

- Module 1: The New Marketing Landscape (2026)
- Module 2: Customer-Centric Strategy Beyond Segmentation
- Module 3: AI for Marketing
- Module 4: Multi-Channel Ecosystem Strategy
- Module 5: Brand vs Performance Marketing
- Module 6: Building the Marketing Roadmap

FMCCI OFFICE

Times City - Office Tower 2, 16th floor, Unit 1610
Between Hanthawaddy & Kyuntaw Roads,
Kamayut Township, Yangon.

+95 9 425 450 546

event.officer@ccifrance-myanmar.org

business.manager@ccifrance-myanmar.org

www.ccifrance-myanmar.org/en

