



CCI FRANCE MYANMAR

FRENCH MYANMAR CHAMBER OF COMMERCE & INDUSTRY



TRAINING CATALOGUE 2024

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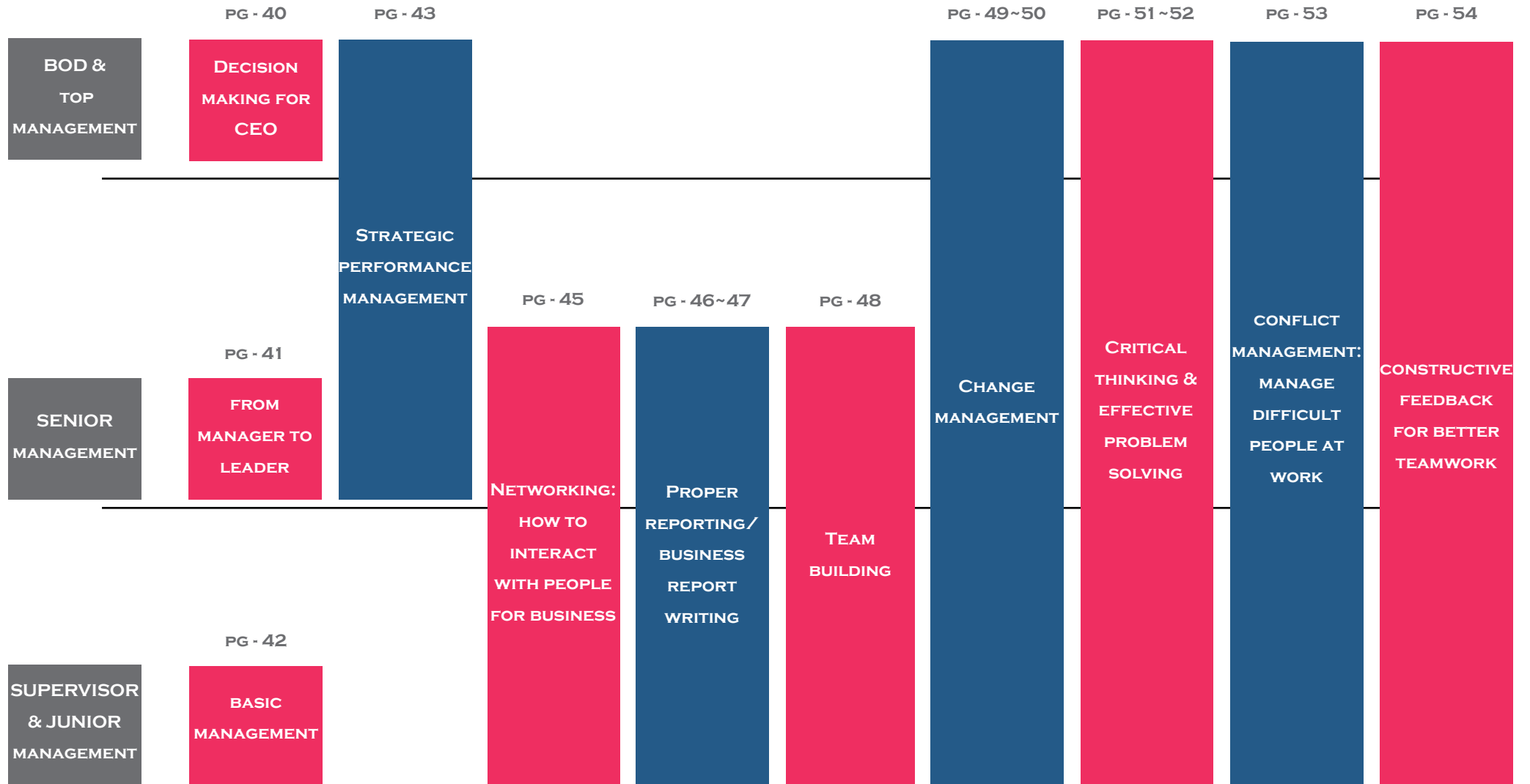
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NEGOTIATION

OUR COMMITMENTS



QUALITY OVER QUANTITY

We are committed to providing high-quality training by collaborating exclusively with professional trainers who have extensive teaching experience in France, Myanmar, and internationally, as well as in various private sectors. Our trainers possess the highest level of qualifications and have substantial professional experience relevant to the subjects they teach. We limit the number of trainees we accept 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 cater to Myanmar or foreign professionals with several years of experience who are looking to enhance their skills and competencies or supplement their experiences with additional knowledge. Our trainers, who are well-versed in both 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.

OUR TAILORED CORPORATE TRAININGS

« A LA CARTE » TRAINING ADAPTED TO YOUR NEED

Our corporate training programs are designed with flexibility and adaptability in mind. We offer bespoke training that caters to the specific needs of our members, whether it's practical skills, team building, or other topics. With our extensive pool of trainers, we can offer a wide array of training programs covering nearly any subject. We strive to help you find solutions to the challenges you face. 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 year 2024, and we can also organize them at your office or other venues.

PAYMENT TERMS

All payments can be made in cash or via online bank transfer at the market rate set by CCI France Myanmar. Payments made from outside the country will need to be deposited into our bank in France. Please note that the process for transferring USD to foreign banks may change without prior notice. Payment terms and conditions will be discussed further upon client inquiry.

TRAINING RATES

Please note that the in-person training rates for some trainers do not include travel and accommodation expenses.



OUR TRAINERS



CATHERINE CHAI

Catherine is an accomplished professional with over 20 years of experience in brand strategy, learning & development, facilitation, and coaching. She is the author of 'From Bland to Brand - The Essential Branding Handbook for Asian Businesses' and has a successful track record in brand consulting for both B2B and B2C sectors.

She has run a successful management consulting firm for over ten years, working with over 300 leaders and training over 3,000 people in Asia. Catherine holds an M.B.A. from the University of Melbourne and is a Certified Practising Management Consultant, an ACTA-certified trainer, and a Certified ACC Coach by the International Coaching Federation.

She has coached leaders of Fortune 1000 companies, helping them achieve their personal and professional goals.



ERIC GLOVER

Eric Glover is a change management specialist with a Master's degree in Engineering Project Management. He has 11 years of experience in organisational development and change management. In addition, he has 18 years of experience as a communication specialist and journalist, with a Master's degree in Journalism and Communication from Ecole de Journalism de Lille, a top journalism school in France.

Eric is also trained as a nuclear physicist, bringing a data-driven approach to his work. He has a strong background in international working culture, being a French Mauritian. His diverse expertise and international experience make him a well-rounded professional in his field.

OUR TRAINERS



DR. GIUSEPPE SARDONE

Dr. Giuseppe Sardone is a distinguished academic and consultant with a doctorate in Organisational Network Analysis. He has 20 years of experience in consulting, facilitation, and training, with a focus on enabling change in organisations.

As a former lecturer, he taught strategic planning, innovation management, project management, and more to a diverse range of students and professionals. Since 2012, he has been working with businesses in Myanmar, building strong relationships and consensus across various organisational levels.

Dr. Giuseppe believes in understanding the context before solving organisational issues and prefers customised approaches over pre-packaged solutions. His methods involve the local workforce from an early stage to ensure sustainable business performance improvement. He offers programmes tailored to specific needs.



KIM LOC TRAN

Kim Loc Tran is a renowned investor and financial strategist with 18 years of experience. She was the owner of Lafee Coffee and Tea Chain in Myanmar and introduced the first Vietnamese coffee brand to the Myanmar market.

She holds a Bachelor's degree from the University of Transport in Vietnam and an M.B.A. in Financial Management from the United States. Kim is dedicated to community development, providing training for personal growth and sharing knowledge in corporate and real estate sectors.

She has held significant financial management roles at major Korean corporations, the Hong Kong Investment Fund, and as the Investment Director of Myanmar's largest corporation. Kim also has 7 years of experience in establishing successful restaurants in Myanmar. Her guiding principle is to create value for the community, fostering happiness and prosperity in Myanmar and Vietnam.

OUR TRAINERS



KHINE LWIN PHYO

Khine Lwin Phy is a seasoned professional in the financial industry with over a decade of experience. She specializes in brand innovation, marketing, and business development, with a focus on enhancing brand identities through a blend of innovative enablement and data-driven research. Her skills in brand strategy, campaign management, and stakeholder coordination have contributed to significant sales growth in both local and international companies. In addition to her corporate achievements, Khine has also found success as a restaurateur in North America, further enriching her expertise. She holds both a Bachelor's and a Master's degree in Business Management from Yangon University of Economics.



SAI WOONE SENG

Sai founded SkillEdge Academy in 2020, embarking on a mission to create positive and high performing workplaces where people can bring their 'whole selves' and thrive. Over the course of his 25 year career, he has executed strategic initiatives, built high-performing teams, and provided world-class L&D services. Sai played a critical role in a bank-wide sales and service transformation at Yoma Bank, winning Best L&D Program Award in 2017 and 2018. He earned MBA from Emporia State University (USA) and BA from Yangon University. He has attended Leadership Development Program at East-West Center Hawaii, and completed Executive Education Program at Harvard University.

OUR TRAINERS



YEE MON KYAW

Yee Mon is an accomplished HR executive with over a decade of experience in international organizations. She is the founder of GIFT-Ed, an initiative aimed at fostering better workplace communities. Yee Mon's expertise lies in global HR practices and business competence, and she is passionate about facilitating individual and organizational growth. Her work is guided by the belief that everyone has the potential to succeed when nurtured in the right environment.



WIN THU AUNG

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

OUR TRAINING PARTNERS



LEARNERS' COMMENTS



"I have attended 2 days training at CCI France Office on 26th and 27th October 2023. The trainer is U Win Thu Aung (Corporate Trainer & Consultant) of CCI France. The topic I have learnt is "Mastering Business Report Writing from Data to Delivery". The training was amazing and learnt professional business writing with systematic writing format which we can apply in real report immediately."

KHIN KAYTHI SAN
DIRECTOR OF SALES & MARKETING
MERCURE YANGON KABA AYE

SKILL DEVELOPMENT COURSES

BY FUNCTIONS



BRANDING & MARKETING



BRANDING FUNDAMENTALS



Why This Training

This training is ideal for corporates, individuals, and small business owners alike. For corporate teams, it ensures a consistent understanding of branding across the organization, vital for a unified brand image. Individuals looking to excel in marketing or brand management will find foundational knowledge crucial for their career growth. Small business owners stand to gain significantly, as the training equips them with skills to establish a distinct market presence, critical in competing with larger businesses.

Duration	6 hours (2Days)
Venue	In-person
Trainer	Khine Lwin Phyoo
Language	English/Burmese
Rate	350 USD/members 450 USD/non-members
No. of Trainees	Max 15

For full course content and further discussion, please contact us.

Main Objectives

Our branding fundamentals course serves as an essential foundation for those embarking on the journey of brand creation or stepping into the branding field as beginners. This course is designed to learn about the important pieces that make up the heart of a brand.

Course Outline

- Introduction to Branding
- The Evolution of Brands and Branding Over Time
- Key Elements of a Brand and its value
- Fundamentals of a Brand Strategy
- Developing a brand guideline
- Communicating your brand
- Case Studies
- Group Activity

Who Should Attend

- Small Business Owners
- Startup Entrepreneurs
- Junior staffs in Sales, Branding and Marketing Departments

MAPPING CUSTOMER EXPERIENCES



Why This Training

Throughout the course, participants will learn to analyze and map the customer journey, identifying key touchpoints influencing customer perception. This holistic view enables participants to make informed decisions about where to allocate resources for the maximum impact. The training emphasizes a strategic approach, blending theory with practical applications, ensuring you can apply what you've learned directly to your business context. This is an experiential course; 30% theory and 70% hands-on application.

Duration	6 hours (2Days)
Venue	Zoom/ In-person
Trainer	Catherine Chai
Language	English
Rate	800 USD/members 950 USD/non-members
No. of Trainees	Min 10 - Max 20

For full course content and further discussion, please contact us.

Main Objectives

In a world where customers remember the feeling long after the price is forgotten, understanding and delivering exceptional customer experience isn't just an advantage; it's essential. Great customer experiences don't just happen; they're designed. And when we design them well, our customers benefit, and our work gains more meaning and impact.

Course Outline

- Distinguish between customer service and customer experience.
- Cultivate more profound organizational empathy.
- Master the technique of Service Blueprinting.
- Pinpoint and enhance key customer touchpoints.

Who Should Attend

Professionals, managers, executives, and team leads who wants to provide superior customer experiences to both their internal and external clients.

MARKETING FIRST STEPS



Why This Training

This training is essential for both corporate teams and individuals, as it lays the foundation for effective marketing strategies that are crucial in today's competitive business environment. For corporations, this training aligns marketing efforts with business goals, ensuring that teams are equipped with the latest techniques and insights to drive brand growth, sales drive, and customer engagement. For individuals, whether entrepreneurs or marketing professionals, it provides the skills and knowledge necessary to understand market dynamics, target the right audience, and effectively communicate the value of products or services.

Duration	6 hours (2Days)
Venue	In-person
Trainer	Khine Lwin Phyo
Language	English/Burmese
Rate	350 USD/members 450 USD/non-members
No. of Trainees	Max 15

For full course content and further discussion, please contact us.

Main Objectives

This basic training covers key concepts such as market research, consumer behavior, strategies and its tools. It also introduces the principles of digital marketing, advertising, and communication techniques. Participants learn how to identify target markets, develop effective basic marketing plans, and use various tools to analyze market trends and consumer needs.

Course Outline

- The fundamental concepts of marketing
- Understanding the market and the consumers
- Introduction to Marketing Strategies
- Basics of Digital Marketing
- Marketing communication
- Case Studies
- Interactive Sessions

Who Should Attend

- Small Business Owners
- Startup Entrepreneurs
- Marketing Newcomers
- Brand Developers
- Customer Service Representatives
- Sales Professionals

FINANCE & ACCOUNTING



FINANCE FOR NON-FINANCE MANAGERS



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.

Duration	12 hours (2 Days)
Venue	In-person
Trainer	Win Thu Aung
Language	English/Burmese
Rate	800 USD/members 950 USD/non-members
No. of Trainees	Max 25

For full course content and further discussion, please contact us.

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.

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

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.

FINANCE STRATEGY AND PLANNING



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. Attending this training is crucial for professionals aiming to refine their financial leadership skills. It offers advanced insights into strategic financial management, empowering attendees to contribute significantly to their organization's financial strategy and align fiscal decisions with business goals.

Duration	12 hours (2Days)
Venue	In-person
Trainer	Win Thu Aung
Language	English/Burmese
Rate	800 USD/members 950 USD/non-members
No. of Trainees	Max 25

For full course content and further discussion, please contact us.

Main Objectives

This advanced course is designed to expand the financial expertise of professionals and executives. Participants will delve into sophisticated financial analysis, strategic planning, investment decisions, and leadership, equipping them to propel their organizations towards fiscal excellence and strategic triumph.

Course Outline

- **Module 1:** Advanced Financial Analysis
- **Module 2:** Strategic Financial Planning
- **Module 3:** Investment Strategies and Portfolio Management
- **Module 4:** Financial Leadership and Decision Making

Who Should Attend

This course is intended for financial professionals and executives who are involved in, or responsible for, financial planning and strategic decision-making within their organizations.

FINANCIAL MANAGEMENT



Why This Training

This training is a comprehensive course that covers key aspects of financial management, from budgeting and expense tracking to understanding the structure of the finance department. By attending, you'll gain valuable skills in areas like HR cost management according to KPIs, inventory and salary management, and financial reporting, enhancing your contribution to your organization's financial success.

Duration	12 hours (2 Days)
Venue	Zoom/ In-person
Trainer	Kim Loc Tran
Language	English
Rate	600 USD/members 750 USD/non-members
No. of Trainees	Max 15

For full course content and further discussion, please contact us.

Main Objectives

The objective of this course is to equip participants with a comprehensive understanding of financial management in a business context. It aims to develop skills in key areas such as budgeting, expense management, HR cost management, inventory and salary management, and financial reporting. The course is designed to enhance participants' ability to contribute effectively to their organization's financial success.

Course Outline

- Budget management
- Expense management
- Manage HR cost according to KPI
- Inventory management
- Salary Management
- How to calculate COGS
- Distinguish between accounting and finance
- Structure of the finance department
- Financial statement report and more

Who Should Attend

This course is suitable for financial professionals, non-financial professionals who deal with financial data, business owners, entrepreneurs, and students in related fields, all of whom wish to enhance their financial management skills.

HUMAN RESOURCES, LEARNING & DEVELOPMENT



HR FOR START UPS AND ENTREPRENEURS



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.

Duration	16 hours (2 Days)
Venue	In-person
Trainer	Yee Mon Kyaw
Language	English/Burmese
Rate	1,250 USD/members 1,500 USD/non-members
No. of Trainees	15 to 20

For full course content and further discussion, please contact us.

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

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

Who Should Attend

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

STRUCTURING A PERFORMANCE MANAGEMENT SYSTEM



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.

Duration	12 hours (1 and a half day)
Venue	In-person
Trainer	Yee Mon Kyaw
Language	English/Burmese
Rate	950 USD/members 1,150 USD/non-members
No. of Trainees	15 to 20

For full course content and further discussion, please contact us.

Main Objectives

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

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

Who Should Attend

- HR professionals
- People managers

TRAINING OF TRAINERS



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.

Duration	18 hours (3 Days)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese translation
Rate	1,850 USD/members 2,250 USD/non-members
No. of Trainees	Max 8

For full course content and further discussion, please contact us.

Main Objectives

- To prepare any one who will have to train people or share his/her knowledge systematically with others.
- What is training about and how to draft proper learning goals and address a public of adult.
- How to prepare a curriculum and to design and implement one.
- Why feedback is important and how to deliver and receive constructive feedback.

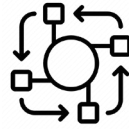
Course Outline

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

Who Should Attend

- People with working experience who want or have to share it
- Learning and Development professionals
- Trainers

DEVELOPING AN EFFECTIVE LEARNING & DEVELOPMENT PROCESS



Duration	12 hours (1 and a half day)
Venue	In-person
Trainer	Yee Mon Kyaw
Language	English/Burmese
Rate	950 USD/members 1,150 USD/non-members
No. of Trainees	15 to 20

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.

For full course content and further discussion, please contact us.

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

Course Outline

- Conducting Learning Needs Assessment
- Designing, Developing and Implementing learning programs
- Evaluating learning effectiveness

Who Should Attend

- HR professionals
- People managers

INTERNAL COMMUNICATION



Why This Training

Who must do what? Who is in charge of a project? A production lines? 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 really 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 a quality internal communication allows a company to work smoothly and make more money.

Duration	6 hours (1 Days)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese translation
Rate	600 USD/members 750 USD/non-members
No. of Trainees	Max 8

For full course content and further discussion, please contact us.

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 circulating 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.

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

Who Should Attend

- Human resources specialists
- Staff in charge of the communication

OPERATIONS



OPERATION MANAGEMENT



Why This Training

This Operations Management training is essential for corporate and individual growth as it provides the tools and insights necessary to navigate the complex landscape of modern business operations. By learning to manage operations strategically and understanding the nuances of productivity, quality, and efficiency, individuals can contribute to their organizations' competitive edge. Corporates need this training to stay relevant in the fast-paced market, adapt to changing consumer demands, and drive continuous improvement.

Duration	12 hours (2 Days)
Venue	In-person
Trainer	Win Thu Aung
Language	English/Burmese
Rate	800 USD/members 950 USD/non-members
No. of Trainees	Max 25

For full course content and further discussion, please contact us.

Main Objectives

The training is designed to impart comprehensive knowledge of strategic and efficient management within organizations. It covers a wide array of techniques and theories to ensure the participants can apply these to enhance the overall operational effectiveness. Understanding the linkages between strategy and operations, this course aims to enable individuals to drive improvements in productivity, quality, and competitiveness, thus aligning operational outcomes with business objectives.

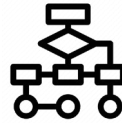
Course Outline

- Manage operation strategically
- Productivity and Efficiency
- Linear regression and Poisson method
- 5s, Kaizen, and Poke-Yoke
- Enterprise Resource Planning (ERP) and more....

Who Should Attend

- Individuals who are part of the operations management team or who aspire to be.
- Middle to upper management levels, particularly those involved in strategic decision-making for operations.
- Professionals seeking to enhance their understanding of operational frameworks and their application in diverse industries.

BUSINESS PROCESS MAPPING & DESIGN



Why This Training

This training is ideal for department heads and other managers who are tasked with redesigning and improving their work processes and SOPs, and want to enhance their team's efficiency and clarity. Trainees will acquire basic tools to map and display their department's processes, a key step in improving workflow and collaboration with other departments. The training emphasizes the importance of defining each team member's role, significantly reducing workplace misunderstandings and conflicts. Participants will engage in practical exercises to identify and remedy workflow bottlenecks, leading to a more productive and harmonious team environment.

Duration	9 hours (3 Half-days)
Venue	Zoom/In-person
Trainer	Dr. Giuseppe Sardone
Language	English
Rate	1,350 USD/members 1,600 USD/non-members
No. of Trainees	Min 5 - Max 15

For full course content and further discussion, please contact us.

Main Objective

This program is meant to equip participants with practical skills to map and visualize their own business processes, so that they will be able to redesign them to increase effectiveness and improve efficiency. It teaches tools and knowledge for writing down SOP and clarifying responsibilities within departments and across departments and sites.

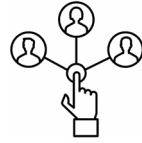
Course Outline

- **Session 1:** Intro to Business Process Mapping and Tools for Visualization
- **Session 2:** Process Analysis and Optimization
- **Session 3:** Real case applications from participants' own experience

Who Should Attend

This introductory course is best suited for Heads of Department, Business Leaders and mid to senior management roles who are looking for a systematic approach to management, improving workflows and team collaboration. Experienced Business Analysts might find the content too basic.

PROJECT MANAGEMENT



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.

Duration	12 hours (2 Days)
Venue	In-person
Trainer	Win Thu Aung
Language	English/Burmese
Rate	800 USD/members 950 USD/non-members
No. of Trainees	Max 25

For full course content and further discussion, please contact us.

Main Objective

The course equips participants with a thorough 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.

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....

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.

SALES



PRACTICAL SALES MANAGEMENT: STRATEGIES FOR SALES GROWTH



Why This Training

In today's competitive business environment, mastering sales management is crucial for corporate success and individual career progression. This training is essential as it equips managers with the necessary tools and insights to significantly improve sales performance. By understanding and implementing effective sales management strategies, managers can not only drive their teams towards achieving sales targets but also foster a more motivated and knowledgeable sales force. This course is tailored to deliver tangible business outcomes by enhancing managerial skills in setting targets, managing sales processes, and using data for informed coaching, thereby leading to a meaningful transformation in sales results and team dynamics.

For full course content and further discussion, please contact us.

Main Objectives

The primary objective is to introduce managers, particularly those new to a systematic approach to sales performance management, to the basics of sales management. The course aims to enhance understanding of the manager's role in boosting sales performance, setting systematic sales targets, and effectively managing sales processes and personnel.

Course Outline

- Introduction to Sales Management
- Roles of a Manager in Sales Performance
- Setting Sales Targets Systematically
- Managing People, Process, and Pipeline
- Coaching with Sales Data
- Case Studies and Interactive Sessions

Who Should Attend

- Managers in Charge of Sales Teams:
- Mid-Level to Senior Managers:
- Professionals Seeking Sales Management Insights:
- Pre-Requisites:

TOP 5 SALES STRATEGIES & TIPS TO CREATE MILLION DOLLARS ENTERPRICES

Duration	6 hours (2 Days)
Venue	Zoom/In-person
Trainer	Kim Loc Tran
Language	English
Rate	600 USD/members 750 USD/non-members
No. of Trainees	Max 15



Why This Training

This training course is designed to enhance your sales performance by instilling a successful sales mindset, teaching effective market approach strategies, revealing the three phases of customer attraction, guiding you to master sales systems, and introducing a sales multiplication formula. It aims to address common sales concerns and equip you with the skills to overcome them, ultimately boosting your revenue.

For full course content and further discussion, please contact us.

Main Objectives

By the end of this course, you should be able to:

- Develop a positive sales mindset.
- Effectively approach the market to sell your products.
- Attract more customers to your company.
- Set up robust sales systems that keep customers coming back.
- Apply the sales formula to significantly increase your sales.

Course Outline

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

Who Should Attend

- Sales Professionals
- Business Owners
- Marketing Professionals
- Sales Managers
- Customer Service Representatives

THE SALES ESSENTIALS



Why This Training

This training is a must-attend for both corporate entities and individual professionals eager to excel in the dynamic field of sales. For corporate teams, it offers a chance to align their sales strategies, fostering a more effective and cohesive sales force. Individuals will find this training particularly beneficial for personal skill enhancement, providing them with the tools to navigate complex sales scenarios with greater ease and confidence. This training is structured to address real-world challenges, making it a valuable investment for anyone looking to boost their sales prowess and drive meaningful business growth.

Duration	6 hours (2 Days)
Venue	In-person
Trainer	Khine Lwin Phyo
Language	English/Burmese
Rate	350 USD/members 450 USD/non-members
No. of Trainees	Max 15

For full course content and further discussion, please contact us.

Main Objectives

This course is crafted to enhance essential sales skills, focusing on developing strong communication and negotiation abilities. Participants will learn innovative techniques for crafting compelling sales pitches and effectively handling objections. The training also includes strategies for successful deal closures and insights into the significance of sales reporting for tracking and improving performance.

Course Outline

- Building Sales Mindsets
- Understanding the Sales Process
- Communication and Negotiation Skills
- Crafting an effective Sales Pitch
- Handling Objections and Closing Techniques
- Importance of Sales Reporting in Tracking Performance
- How to create a simple sales report

Who Should Attend

- Sales Representatives and Executives
- Marketing Professionals
- Small Business Owners and Entrepreneurs
- Customer Service Representatives
- New Sales Managers
- Corporate Sales Teams

TAILOR MAKING AND DESIGNING OF SALES



Why This Training

This training offers a timely opportunity for professionals in Myanmar to rethink their sales approaches and strategies. By embracing compassionate selling techniques, organizations can revolutionize their interactions with customers and clients, fostering trust, loyalty, and long-term partnerships.

Whether operating in last-mile distribution networks, engaging in B2B transactions, or serving smallholder retail markets, attendees will gain invaluable insights and tools to thrive amidst challenges and uncertainties. It serves as a beacon of hope, empowering organizations to adapt, innovate, and succeed in Myanmar's dynamic and ever-changing business environment.

Duration	8 hours (2 Days)
Venue	In-person
Trainer	Primer International
Language	English/Burmese
Rate	800 USD/members 950 USD/non-members
No. of Trainees	Max 25

For full course content and further discussion, please contact us.

Main Objectives

The primary objective is to equip sales professionals with the mindset, techniques, and actions necessary to conduct sales transactions with empathy and efficacy. Participants will learn to embody a compassionate sales approach, enhancing customer relationships and driving sales growth.

Course Outline

- Sales Mentality and what is selling
- Importance of mindset for sales person and how it can effect your sales
- Stages of mindset
- How to manage your mindset
- How to stay in the mindful while handling customer
- how to know your customer before you meet them
- SMART Planning and setting your target and more...

Who Should Attend

This training is particularly suited for a diverse range of professionals who interact directly with customers or clients in various sectors, including:

- Social Enterprises and NGOs
- Business Organizations in B2B Industries
- Small Holders Retail Industries

SALES TRAININGS



Why This Training

This training presents a crucial chance for professionals in Myanmar to reassess their sales tactics and strategies. By adopting empathetic selling methods, businesses can transform their customer and client interactions, cultivating trust, loyalty, and enduring partnerships.

Whether they're working in last-mile distribution networks, participating in B2B transactions, or catering to smallholder retail markets, participants will acquire essential knowledge and tools to prosper in the face of difficulties and uncertainties. This training acts as a guiding light, enabling organizations to adjust, innovate, and thrive in Myanmar's vibrant and constantly evolving business landscape.

Duration	8 hours (3 Days)
Venue	In-person
Trainer	Primer International
Language	English/Burmese
Rate	1,550 USD/members 1,850 USD/non-members
No. of Trainees	Max 15

For full course content and further discussion, please contact us.

Main Objectives

The main goal is to prepare sales experts with the necessary mindset, methods, and actions for carrying out sales operations with understanding and effectiveness. Attendees will be trained to adopt a sympathetic approach to sales, which will improve customer relationships and boost sales expansion.

Course Outline

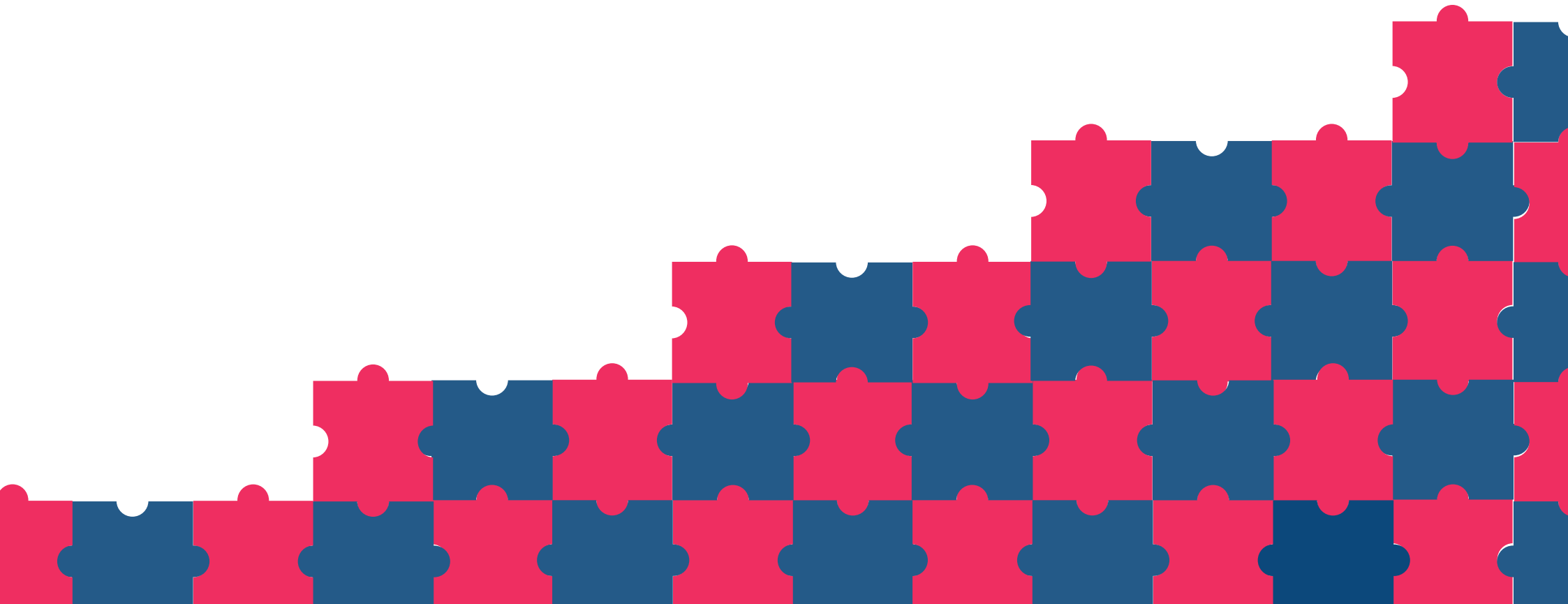
- Understanding purchase mentality and what customer wants
- Types of sales methodology and their effectiveness
- Creating a strong customer base
- Compassionate selling method and where it come from
- Compassionate selling method framework and how to sell with empathy and more...

Who Should Attend

This training is especially designed for a wide array of professionals who engage directly with customers or clients across different sectors. Participants will acquire significant knowledge and hands-on skills to boost their sales performance, build substantial relationships with customers, and propel steady business expansion.

CAREER DEVELOPMENT

COURSES



DECISION MAKING FOR CEOs



Why This Training

Myanmar is unique. On top of the same challenges that all decision makers face around the world, Myanmar CEOs have extra obstacles which foreigners can not even imagine. And yet local CEOs are tasked with important decisions every day. How do you make sense of a continuously changing environment and make the right decision? During the three conversations, the CEO and the key decision makers will be introduced to a new way of looking at problems/opportunities.

Duration	9 hours (3 Half-days)
Venue	In-person (exclusive location to be agreed on)
Trainer	Dr. Giuseppe Sardone
Language	English
Rate	1,350 USD/members 1,600 USD/non-members
No. of Trainees	Max 5 (Only decision level)

For full course content and further discussion, please contact us.

Main Objectives

CEOs have the responsibility to make decisions which have significant and long lasting impact. But how to make the right decisions when faced with an ever changing political and regulatory landscape, ongoing conflicts, unreliable electricity supply, unstable foreign currency rates, increasing costs of raw materials, broken logistics, scarcity of skills, just to name some of the challenges. We explore a framework to use different styles of decision making for different levels of complexity.

Course Outline

- **Session 1:** Ordered vs Complex vs Chaos: how to differentiate the types of domain and how to use the appropriate decision making approach.
- **Session 2:** How to identify trends and capture weak signals before anybody else, and how to “make sense” of your problems in order to make the right decisions.
- **Session 3:** How to elevate the level of maturity of your organization and equip it to tackle intractable issues.

Who Should Attend

The three sessions happen in a relaxed and exclusive setting as informal conversations around real issues faced by local CEOs. Only CEOs and high level decision makers are allowed to participate.

FROM MANAGER TO LEADER



Why This Training

Upon completing the course, participants will return to their organizations equipped with a deeper self-awareness of their unique leadership style and clear insights into their personal development areas. They will carry with them knowledge, practical tools, and renewed confidence, essential for inspiring and motivating their teams effectively. This course empowers them to be the catalysts of positive change, positioning them to drive organizational success and foster a results-driven and positively engaging culture.

Duration	6 hours (2 Days)
Venue	Zoom/In-person
Trainer	Catherine Chai
Language	English
Rate	800 USD/members 950 USD/non-members
No. of Trainees	Min 10 - Max 20

For full course content and further discussion, please contact us.

Main Objectives

Leaders are not just born; they are made. This course is built on the belief that leadership is a learnable skill accessible to anyone ready to embrace growth and change. Whether you've recently stepped into a management role, are eyeing a leadership position, or wish to enhance your team-building capabilities, this course will guide your transition. Leadership is a multifaceted skill, encompassing everything from communication and problem-solving to vision and motivation.

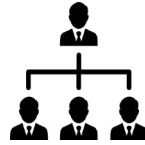
Course Outline

- Understanding Your Leadership Style
Exploring the Five Levels of Leadership
- Effective Communication and Team Engagement
- Personal Leadership Development Plan

Who Should Attend

- Managers new to leadership training.
- Managers seeking effective leadership methods.
- High-potential employees identified for leadership roles.

BASIC MANAGEMENT



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.

Duration	12 hours/2 days (6 more hours, 1 more day if translation)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese Translation
Rate	1,250 USD/members 1,500 USD/non-members
No. of Trainees	Max 14

For full course content and further discussion, please contact us.

Main Objectives

- To provide people with all the needed tools to properly plan, organise, implement and control their activities.
- To learn the theory behind management and to be able to implement it in a practical way.
- 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.

Course Outline

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

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

STRATEGIC PERFORMANCE MANAGEMENT



Why This Training

Oftentimes important goals are set by the organization leaders without a process in place to translate strategy into operational terms and to align the organization to the strategy. When that happens it is difficult to measure whether the organization is moving closer to its goals, employees do not understand how their tasks affect the long term goals and there is a general sense of not having everybody's efforts aligned with the goals.

This course focuses on instilling discipline into the strategic planning process and will enhance the organization's ability to achieve its goals.

Duration	9 hours (3 Half-days)
Venue	Zoom/In-person
Trainer	Dr. Giuseppe Sardone
Language	English
Rate	1,350 USD/members 1,600 USD/non-members
No. of Trainees	Min 10 - Max 20

For full course content and further discussion, please contact us.

Main Objectives

The course intends to equip the participants with practical tools to define and articulate a Strategy, and measure and manage its implementation. These tools allow organizations to set important goals and to align the whole workforce (from the top level down to the last employee) to achieve those goals.

Course Outline

- **Session 1:** Define strategic goals; Prepare Strategy Maps to identify and describe how to achieve them
- **Session 2:** Set measurements and targets to measure and monitor the implementation of a Strategy
- **Session 3:** Work on own company's goals

Who Should Attend

- Decision makers and mid-to-senior management.

LEARNERS' COMMENTS



“Rather than just a course, it was very beneficial because I was able to get practices that could be discussed, as well as the opportunity to get to know each other and It is a valuable time for me.”

KAY THI HLAING
DEPUTY GENERAL MANAGER
AMMON CONSULTING MYANMAR CO.,LTD.

NETWORKING: HOW TO INTERACT WITH PEOPLE FOR BUSINESS



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 a 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 with other people they don't know yet but they need to discuss with.

Duration	6 hours (1 Day)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese Translation
Rate	600 USD/ members 750 USD/ non-members
No. of Trainees	Max 10

For full course content and further discussion, please contact us.

Main Objectives

Build awareness about how important good networking is when it comes to commercial activities. This training help 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.

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

Who Should Attend

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

PROPER REPORTING



Why This Training

Many professionals have to write reports after achieving their tasks and duties. However, to be proficient in a field doesn't mean one is proficient in writing reports. To achieve a task and to report about it are two very different skills. Indeed, many people are afraid at the moment to start their report as they don't know where and how to start, what to deliver exactly, how to organize the whole reporting work. On the other hand, many managers are disappointed or worried when they read their employees' reports as they don't always find the needed and relevant information for them. What matters most on the ground might differ to what matters at the management level.

For full course content and further discussion, please contact us.

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.

Course Outline

- What is report
- How to structure a report
- What contents goes where...
- Tips for good reporting and more

Who Should Attend

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

BUSINESS REPORT WRITING



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.

Duration	12 hours (2 Days)
Venue	In-person
Trainer	Win Thu Aung
Language	English/Burmese
Rate	800 USD/members 950 USD/non-members
No. of Trainees	Max 25

For full course content and further discussion, please contact us.

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.

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...

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

TEAM BUILDING



Why This Training

All companies developing complex activities rely on their staff skills and their ability to work together in a quickly changing national and international economy. Consequently, staff have to be willing to improve their skills and ability relentlessly, and the company must be able to help them in this process.

Best companies must develop a culture of change and challenge and encourage their employees to adapt and work as a team. But this is not always natural and to achieve the highest efficiency, individuals need to learn how to work together practically, how to accept others' differences, how to adapt to changes and how to perform as a whole.

Duration	12 hours (2 Days)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese Translation
Rate	1,250 USD/members 1,500 USD/non-members
No. of Trainees	Max 10

For full course content and further discussion, please contact us.

Main Objectives

- To build awareness about the impact mindset has on productivity and efficiency, both at personal and company levels.
- To help participants evaluate their own mindset and move it or develop it from fixed to growth mindset.
- To have participants understand how an efficient team builds, and how to maintain it working efficiently.

Course Outline

- What is mindset?
- Fixed mindset vs Growth Mindset
- How to change your mindset?
- 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

Who Should Attend

- Human resources specialists
- All people who have to work as a team
- Mid-level and high-level deciders who must manage projects in a company

CHANGE MANAGEMENT (OPTION-1)



Why This Training

This training aimed at preparing managers to be able to conduct changes in their departments. All studies about Change Management show the same result: even in the harshest times – war, famines, epidemic -, long lasting and positive changes can't be implemented through just sheer power. Many ways exist to get the changes ones want but all these ways share the same point: people must be involved as they are the key element to success... or failure.

This training provides key knowledge and methods to prepare and conduct all steps of a proper change, with people being part of it and able to accept and use it once the process ends.

Duration	15 hours (5 Sessions* 3 Hours)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese Translation
Rate	1,550 USD/members 1,850 USD/non-members
No. of Trainees	8 to 10. We can manage more but then the risk is that the practical exercises have less impact

For full course content and further discussion, please contact us.

Main Objectives

This tailor-made training consist on passing on theoretical knowledge for one part and to discuss and design practical plans for a deep understanding of all challenges and approaches. We focus on what to do, how to do it, and how to make sure results are obtained. We will mainly use the AD-KAR approach.

Course Outline

- **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"

Who Should Attend

- High level and decision-making managers

CHANGE MANAGEMENT (OPTION-2)



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.

Duration	10 hours (2 Days)
Venue	In-person
Trainer	Win Thu Aung
Language	English/Burmese
Rate	650 USD/members 800 USD/non-members
No. of Trainees	Max 25

For full course content and further discussion, please contact us.

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.

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

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.

CRITICAL THINKING & EFFECTIVE PROBLEM SOLVING (OPTION-1)



Why This Training

This training is essential for improving decision-making and analytical abilities, crucial in navigating difficult professional scenarios. It fosters creative and innovative thinking, enabling participants to devise unique solutions to challenges. By enhancing critical analysis and evaluation skills, the program empowers individuals to make informed decisions and explain those decisions to their bosses and colleagues.

Duration	6 hours (2 Half-days)
Venue	Zoom/ In-person
Trainer	Dr. Giuseppe Sardone
Language	English
Rate	900 USD/members 1,100 USD/non-members
No. of Trainees	Min 7 - Max 20

For full course content and further discussion, please contact us.

Main Objectives

To equip participants with the skills and techniques necessary for effective critical thinking and problem-solving in professional and personal contexts.

Course Outline

Session 1: Critical Thinking (Introduction, Techniques and Practical Exercises)

Session 2: Effective Problem Solving (Fundamentals, Strategies and Interactive Activities)

Who Should Attend

This course is for anyone who wants to make better judgements and decisions at work and become more accountable and independent. Particularly beneficial for managers and team leaders who guide others through difficult problems.

CRITICAL THINKING & EFFECTIVE PROBLEM SOLVING (OPTION-2)



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.

Duration	18 hours (3 Days)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese Translation
Rate	1,850 USD/members 2,250 USD/non-members
No. of Trainees	Max 10

For full course content and further discussion, please contact us.

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.
- Participants practice problem-solving skills and develop ability to use some specific analysis' tools, including SWOT and Mind mapping.

Course Outline

- What is critical thinking? Why we need to develop this attitude?
- How to build a proper reasoning?
- Problem statement, problem solving: the IDEAL method
- The critical thinking process
- Organise your thoughts
- Reflective judgement

Who Should Attend

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

CONFLICT MANAGEMENT: MANAGE DIFFICULT PEOPLE AT WORK



Why This Training

Having to manage difficult employees is a common challenge in a company. Most of the time, it costs time and energy, and consequently money. And because conflict involves emotions, it can also cause stress and anxiety, impacting managers efficiency at all levels, for all tasks. This course provides an in-depth understanding of conflictual situations. Participants are provided with a conceptual framework as well as some exercises and practice to be able to address such situation the best way. the course raises awareness among participants about how company values and policies matter in a conflict and how employees and managers must align with them to prevent difficult situations.

Duration	16 hours (3 Days)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese Translation
Rate	1,650 USD/members 2,000 USD/non-members
No. of Trainees	Max 10

For full course content and further discussion, please contact us.

Main Objectives

- 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 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 will have clues to adapt their behaviour/attitude to these different 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
- Change your attitude towards conflict
- Learn various approaches to handle a conflict
- what do we really want when in conflictual situations?

Who Should Attend

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

CONSTRUCTIVE FEEDBACK FOR BETTER TEAMWORK



Why This Training

Giving and receiving feedback is an everyday activity in a company, and the main way to know practically when we perform, and when we don't. But feedback can easily run out of control, with feelings involved, judgement or even sometimes wrong analysis of a situation and consequently irrelevant feedback.

On the other, even a documented and proper feedback is not so easy to receive: sometimes, it is perceived as irrelevant criticism, triggering a negative reaction and consequently hurting people instead of giving them clues to improve. So, most of us have experienced the process - giving feedback or receiving it - as harmful.

Duration	12 hours (2 Days)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese Translation
Rate	1,250 USD/members 1,500 USD/non-members
No. of Trainees	Max 10

For full course content and further discussion, please contact us.

Main Objectives

The training is an alternance of theoretical inputs, exercises and practice. Participants have to give feedback to each other; they also have to solve some practical cases. During the training, they learn step by step the various aspects of giving and receiving feedback and they can feel the impacts.

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
- Pay a special attention to the violence hidden in a judgement
- Understand the different feedback's techniques and more...

Who Should Attend

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

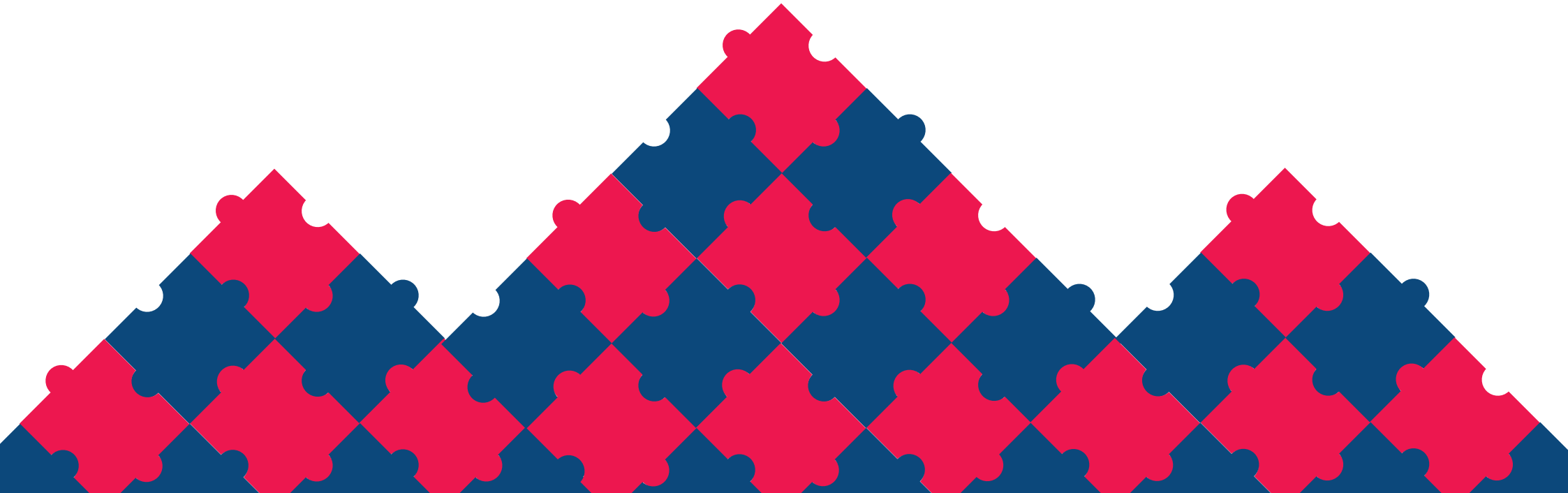
LEARNERS' COMMENTS



“The training session on March 19, 2024, featuring Dr. Giuseppe Sardone on “Beyond the Hierarchy: Revealing the Power of Organizational Networks,” received exceptional feedback. Participants praised Dr. Sardone’s dynamic presentation style, expert insights, interactive learning environment, practical applications, and motivational impact.”

SU NYEIN SAN
MARKETING & COMMUNICATIONS MANAGER
MERCURE YANGON KABA AYE

INDIVIDUAL DEVELOPMENT COURSES



EFFECTIVE BASIC COMMUNICATION



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

Duration	12 hours (2 Days) - One more day if it is done in Burmese
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese Translation
Rate	1,250 USD/memebers 1,500 USD/non-members
No. of Trainees	14

For full course content and further discussion, please contact us.

Main Objectives

To understand the different parts of communication and to improve your own ways to share, deliver, receive messages and produce 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.

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

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

HOW TO TALK EFFICIENTLY IN PUBLIC



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 of these biases. We work on a specific speech and we record the trainees while they talk, then we show them the video and we work very practically to improve both verbal and non-verbal communication.

Duration	6 hours (1 Day)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese Translation
Rate	600 USD/members 750 USD/non-members
No. of Trainees	Max 4

For full course content and further discussion, please contact us.

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. 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.

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

Who Should Attend

- All individuals who have to often deliver speeches in front of other people.

TIME MANAGEMENT WITHOUT STRESS



Why This Training

Because “Time is Money”! To manage time properly means to develop your team and company efficiency. Consequently, it is a key skill for everyone in the firm, from the top management to the first level employees. Working efficiently, planning and organizing the work properly, reporting on time, wasting no-time... and being able to do it on the long-term give you a major edge on your competitors and enhance profitability.

But, so often, one can see Time Management is an issue but one doesn't know how to solve it, what response to bring. This training is an answer: it provides participants with awareness about their own behavior and with methods and technics to face and fix their time issues.

Duration	6 or 12 hours (1 or 2 Days)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese Translation
Rate	600 USD/members 750 USD/non-members
No. of Trainees	Max 14

For full course content and further discussion, please contact us.

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?

During the session, participants learn how to marked 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.

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 technic...
- The benefit of a clear set of goals
- Deal with your stress linked to time
- Know when you have finished your tasks and achieved your goals.

Who Should Attend

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

NEGOTIATION



Why This Training

Negotiation is an important skill in business, and one many people don't really master. 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 a good control of it are the most likely to get the best out of any negotiation process.

Duration	6 hours (1 Day)
Venue	In-person
Trainer	Eric Glover
Language	English, with possible Burmese Translation
Rate	600 USD/members 750 USD/non-members
No. of Trainees	Max 10

For full course content and further discussion, please contact us.

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 have the most chances to stand and be beneficial.
- To learn the basic skills involved in a negotiation process and to practice them.

Course Outline

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

Who Should Attend

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



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