



## Training Brochure

From the world's leading professionals 2021

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- Management & Leadership
  - Business Writing
  - Personal Development
  - Customer Satisfaction
  - Problem Solving
  - Human Resources
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## Training Programs 2021

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## Business Writing

Good Business Writing is a demand of the modern world as better communication attracts better business. This programme will give clear guidelines and practice to participants in how to write better internal and external correspondences.

### Who Should Attend?

This programme is for all personnel who need to express their ideas in a clear, effective and professional way.

### Training Objectives

- ✓ To learn standard structure of day-to-day correspondence
- ✓ To write effectively and professionally
- ✓ To learn and practice using a framework for business communication
- ✓ To know difference between formal and informal language
- ✓ To understand how to create the right impression when writing
- ✓ To practice proofreading techniques

### Programme Content

- ✓ Principles of Business Writing
- ✓ Stages of Writing – Plan, Draft, Write & Edit
- ✓ Framework of Business Communication
- ✓ Correct use of Punctuations & Abbreviations
- ✓ Writing External Business Correspondance
- ✓ Proofreading Practice & Spelling Tips



## Change Management

All organizations, teams and individuals face the challenge of ongoing change. Change can either be a path to efficiency, team synergy and success; or can reduce morale and create chaos within an organization. This course covers all the fundamentals required to manage the process of change, so that it is as smooth and effective as possible.

### Who Should Attend?

- ✓ This programme is designed for senior managers, managers and other personnel who are currently responsible for managing change within their organization

### Training Objectives

- ✓ To provide participants with the knowledge and confidence to manage change within their organizations
- ✓ To understand the pressures and opportunities of change and how people react differently to it
- ✓ To manage and overcome resistance to change

### Programme Content

- ✓ Understanding Change
- ✓ Managing During Change
- ✓ The Psychological Stages of Change
- ✓ Developing Anticipatory Change
- ✓ Potential Problems
- ✓ Action Plans
- ✓ Overcoming Resistance to Change
- ✓ The Process of Successful Change



## Problem Solving & Decision Making

Organizations face significant demands to develop leaders at all levels who can effectively resolve issues. This programme equips the leaders of tomorrow with the necessary clear thinking skills that become the foundation of effective leadership and issue-resolution management.

### Who Should Attend?

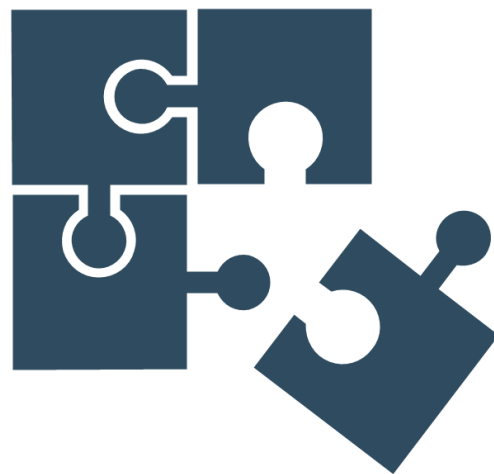
This programme is designed for senior managers, managers and other personnel who are currently involved in problem solving, and making and implementing key decisions.

### Training Objectives

- ✓ To Make better decisions through critical thinking and creative problem solving
- ✓ To adapt to different thinking styles in group and team environments
- ✓ To recognize and remove barriers to individual and group creativity to foster an innovative work environment
- ✓ To systematically analyze a target problem
- ✓ Transform your creativity into practical business solutions

### Programme Content

- ✓ Concept of effective problem solving & decision making
- ✓ The characteristics of problems
- ✓ Problem identification
- ✓ Problem cause analysis
- ✓ Identifying alternative solutions
- ✓ Developing appropriate decisions
- ✓ Action planning & implementation



## Project Management

This programme is designed for managers and staff, from a broad spectrum of industries, involved in different types of project work. It teaches the fundamentals of managing any kind of project.

### Who Should Attend?

This programme is designed for managers and staff that are required to manage, and/or contribute to, projects of any size and duration.

### Training Objectives

- ✓ To identify the key activities that must be managed to ensure project success.
- ✓ To identify the importance of key people in every project
- ✓ To clearly identify the project cost
- ✓ To learn and develop the skills to create a complete project planning document
- ✓ To learn and develop skills associated with effective quality management
- ✓ To identify the progress of the project and calculate earned value of each task.

### Programme Content

- ✓ What is project management?
- ✓ Project success factors
- ✓ The Project Charter
- ✓ Setting Objective
- ✓ Assessing Constraints
- ✓ Project Time Management
- ✓ Project Risk Management
- ✓ Project Control Management
- ✓ Project Quality Management
- ✓ Project Close-Down



## Leadership Management

Modern leadership is about having the skills to unlock the power and potential of those around you. This programme will help you develop the qualities of a good leader that are essential for career and organizational success, especially in a tough economic climate.

### Who Should Attend?

This programme is for Top level management, including Board members, Directors or those responsible for large-scale projects. People who are relatively new to the role of leadership can also benefit from this programme

### Training Objectives

- ✓ To clearly define the core requirements of Personal, Team and Task Leadership
- ✓ To Increase their self-awareness and develop a positive approach to leadership
- ✓ To utilize clear methods of getting the best out of their team and those around them
- ✓ To Implement working practices that will assist them in becoming a great leader

### Programme Content

- ✓ Personal Leadership
- ✓ Team Leadership
- ✓ Problem Analysis and Decision-Making
- ✓ Recognizing Human Potential
- ✓ Implementation of Delegation Process
- ✓ How to Communicate to Lead



## Coaching & Mentoring Skills

The role of a leader in supporting and enabling team members to improve performance is critical to organizational success. Coaching and mentoring are proven methods for improving individual and team performance. This programme focuses on the essential skills and behaviors consistent with effective coaching and mentoring.

### Who Should Attend?

This programme has been designed for anyone who has a responsibility for other people's performance and has a requirement to develop the skills, behaviors required of a coach and mentor.

### Training Objectives

- ✓ To understand and consider the role of coaching and mentoring in the workplace
- ✓ To develop enhance listening, questioning and clarifying techniques
- ✓ To apply a range of coaching methods to a diverse set of learning requirements
- ✓ To apply a solution focus approach to support problem solving and effective decision making

### Programme Content

- ✓ The role of the leader as a coach and mentor
- ✓ Creating the coaching spectrum and choosing the most effective strategy
- ✓ Practicing the skills of coaching
- ✓ Using the skills of listening, questioning and clarifying
- ✓ Applying methods to measure success and evaluate performance
- ✓ The role of the coaching/mentoring supervisor





## Understanding Emotional Intelligence

In today's world, to be an effective and inspirational leader one needs to understand the important of Emotional Intelligence. Managers need to understand how their emotions impact on their performance, and how they need to manage and understand the emotions of others, to get the maximum performance levels from their staff.

### Who Should Attend?

This programme has been designed for any personnel who want to be able to motivate, inspire and understand his emotions as well as his team members.

### Training Objectives

- ✓ To increase your understanding of different aspects of human behavior
- ✓ To understand your emotions and how to manage them to achieve desired results
- ✓ To be aware of how to demonstrate empathy in most situations
- ✓ To be able to communicate and motivate others, based on the understanding of their emotions
- ✓ To be able to build strong, open and honest relations

### Programme Content

- ✓ What is Emotional Intelligence
- ✓ Understanding Yourself & Emotional Intelligence
- ✓ Dimensions of Emotional Intelligence
- ✓ Emotional Intelligence & Leadership
- ✓ Emotional Competence Framework & best practice within workplace
- ✓ Contract for Personal Change



## Performance Drive

Companies achieve only 63% of their projected results from business strategy, this means that by improving execution to realize the full potential of their business strategy, companies could increase their value by between 60-100%. This program will shed the light on how adopting a Performance Driven Culture will positively enhance the Companies' overall performance.

### Who Should Attend?

This programme has been designed for executives aiming to enhance their employees' performance in order to improve execution and realize the full potential of the Company's business strategy.

### Training Objectives

- ✓ Understand what is Performance Management and its link with Culture.
- ✓ Understand the difference between culture and values.
- ✓ The criticality of Leadership and Change Management in relation to performance.
- ✓ Understanding VVG (Vision, Values, Goals).
- ✓ Understanding Performance Management at its best.

### Programme Content

- ✓ What is Performance Management?
- ✓ How is culture linked to performance?
- ✓ How culture is different from values?
- ✓ What world class really means?
- ✓ Using expectation management to deliver excellence.
- ✓ Why leadership and change management are such critical capabilities.
- ✓ Creating and Using A Vision, Values And Goals (VVG) Framework.
- ✓ Giving people meaning to their work.
- ✓ The power of VVG.
- ✓ Identifying the change drivers that matter.
- ✓ Deciding what's possible and doing it.
- ✓ Performance Management at its best.

# Team Work and Communication

Organizational success relies on the ability of team members to work in synergy and communicate with each other using multiple means and channels. This program will help employees develop their skills in order to work as a team, focus on the main purpose, and develop their messages with clarity for an ideal impact and outcome.

## Who Should Attend?

Employees, supervisors, managers and others seeking to improve their employees' teamwork skills and communication skills.

## Training Objectives

- ✓ Understanding what are the main pillars of teamwork.
- ✓ Builds trust among employees, improve communication, nurtures an attitude of conflict resolution, increases 'team synergy' and celebrate success.
- ✓ Apply the skills necessary for communicating in an effective manner.
- ✓ Demonstrate the ability to communicate across cultures.
- ✓ Employ techniques for listening actively and empathically.
- ✓ Manage interpersonal conflict.
- ✓ Handle feedback and criticism constructively.

## Programme Content

- ✓ Importance of Team Work.
- ✓ Develop team commitment to a shared vision
- ✓ Learn how to deal with difficult people.
- ✓ Enhance Team Synergy.
- ✓ How to build trust
- ✓ Balance the team — task vs. relationship.
- ✓ Run focused and efficient team meetings that have set outcomes
- ✓ What is Effective Communication?
- ✓ The 4 principles of effective communication.
- ✓ Non verbal communication.
- ✓ Cultural Diversity.
- ✓ Communication Styles & their Appropriate use.
- ✓ Understanding Active Listening.
- ✓ Behavior Style Analysis.
- ✓ Effective Communication under pressure.
- ✓ Overcoming communication barriers
- ✓ Positive versus negative feedback
- ✓ Giving constructive criticism
- ✓ Receiving criticism

# Ownership, Adaptability and Learning (OAL)

Organizations always complaint from lack of responsibility among employees at the workplace. This is due to lack of Ownership, inability to adapt and slow learning curves. This addresses the issues and help enhance their performance.

## Who Should Attend?

This programme is for all employees willing to take ownership of their work and enhance their performance significantly.

## Training Objectives

- ✓ To become a committed employee by learning about the concepts of Ownership, Adaptability and Learning.
- ✓ To understand the Company's vision and strive towards Organizational Goals.
- ✓ Meet the Organizational Goals by following the principles of (OAL).
- ✓ Understand how to deal with the rapid changing environment that may affect employees' performance.
- ✓ Learn various opportunities for learning and developing critical skills.
- ✓ Learn how to help the team manage, adapt and learn.

## Programme Content

- ✓ How do you see your Career at 5 to 10 years (Visualization Exercise).
- ✓ How Do you see your Company 5 Years from now (Group Activity).
- ✓ What is OAL?
- ✓ Ownership and attaining results at the workplace.
- ✓ Ownership Mindset.
- ✓ Key Ownership behaviors.
- ✓ Three Steps to Ownership.
- ✓ Ownership as Leadership.
- ✓ Impact of team diversity.
- ✓ Manage Team Diversity.
- ✓ Adapt to changes and Motivating Team.
- ✓ Encourage Learning within the Team.
- ✓ Create a conducive work environment.

# Time Management

Efficient time management is the key to getting the most out of your day and surviving the increased business pressure brought about by economic turmoil. This programme will help you reach your goals by learning how to budget your time wisely and effectively—and help you rethink and reprioritize on a moment's notice.

## Who Should Attend?

This programme is for all personnel – who, need to get the most value from every work hour.

## Training Objectives

- ✓ To gain a greater awareness of importance of time in achieving business targets.
- ✓ To clearly identify work-related and personal time wasters and ways to overcome them.
- ✓ To gain awareness of prioritizing day-to-day work
- ✓ To develop an action-plan, to improve your time management and personal effectiveness
- ✓ To increase productivity and reduce stress

## Programme Content

- ✓ Importance of Time Management
- ✓ Time wasters
- ✓ Time Management Styles
- ✓ Proactive vs. Reactive
- ✓ Time & your energy levels
- ✓ Urgent vs. Important Matrix
- ✓ Settings Schedules and Plans
- ✓ Organizing Work
- ✓ Dealing positively with Stress



# Stress Management

Stress is the adverse reaction people have to excessive pressure, or other types of demands placed on them. It can be caused due to issues at work, concern about something outside work, or both. This programme will help participants cope more effectively with stress and to remediate a number of specific problems associated with stressful situations.

## Who Should Attend?

This programme is for all personnel – who believes that stress could be an imminent problem in their work situation for themselves, or their staff.

## Training Objectives

- ✓ To gain an understanding of how to monitor stress and manage it more effectively
- ✓ To identify personal and work-related stressors and their symptoms, so that personal action plans can be developed
- ✓ To explore and create effective stress management techniques that will help you regain control over your personal, family, and work life

## Programme Content

- ✓ Identifying Stress
- ✓ How body responds to Stress
- ✓ Stress Coping Model
- ✓ Sources of Work Stressor
- ✓ Prioritizing to Reduce Stress
- ✓ The Stress Response
- ✓ Stress Management Techniques



# Negotiation Skills

Negotiations are all pervasive and yet they often do not go as well as we would like. Successful negotiation requires agreement and collaboration with other people. This programme will develop your personal negotiation style in a challenging, action-oriented environment.

## Who Should Attend?

This programme is designed for managers, salespeople, and other personnel who need to improve their negotiation skills.

## Training Objectives

- ✓ To evaluate your current negotiation approaches and develop new frameworks
- ✓ To gain a clear understanding of the concept of variables and how they can be traded to create value in a negotiation
- ✓ To focus on weaknesses identified by participants in their present negotiation skills, and address these problems

## Programme Content

- ✓ What is Negotiation?
- ✓ The Five Outcomes of negotiations
- ✓ Setting Logical Objectives
- ✓ Negotiation Exercises
- ✓ Skills & Qualities needed to be an Effective Negotiator
- ✓ Variables in your own negotiations
- ✓ Identifying your Current Strength & weaknesses
- ✓ Key Points & Techniques



# Selling Skills

This programme is a hands-on, interactive session that focuses on building customer trust and loyalty, team selling, presentation skills and optional video feedback. It offers a review of techniques and skills essential to the professional business-to-business salesperson.

## Who Should Attend?

This programme is designed for B2B sales persons, who might have had no formal training, or who has just been appointed to a sales position, or anyone thinking of sales as a career

## Training Objectives

- ✓ To be able to build a successful customer partnership
- ✓ To sell long-term relationships rather than low bids
- ✓ To utilize questioning skills to listen to clients and identify their needs
- ✓ To Identify and understand different buyer types and behaviors
- ✓ To differentiate your product/service and your company from your competition

## Programme Content

- ✓ An introduction to Sale
- ✓ Link between customer service & customer loyalty
- ✓ The Role of professional Salesperson
- ✓ The four P's of Marketing
- ✓ Sales Success
- ✓ The Seven Steps of Sale
- ✓ Four Key Areas of Knowledge needed to Sell
- ✓ How to Sell Professionally





# Presentation Skills

The Presentation Skills workshop will give participants the skills that will make speaking in public less terrifying and more enjoyable. This workshop includes topics that participants can look forward to; including: creating a compelling program, using various types of visual aids, and engaging the audience.

## Who Should Attend?

This programme is for all personnel – who, as part of their job, need to deliver impactful and dynamic presentations

## Training Objectives

- ✓ To develop the skills and knowledge required to make a presentation to get the message across
- ✓ To identify the skills and characteristics of an effective presenter
- ✓ To learn how to encourage audience participation, deal with questions and cope with challenging groups, or audiences .

## Programme Content

- ✓ Strategies of Effective Communication in Presentation
- ✓ Ingredients of a Good Presentation
- ✓ Developing Aims & Objectives
- ✓ Non-verbal Communication Skills
- ✓ The 'Beginning' and 'Ending' of Presentations
- ✓ Strategies to organize your presentation



# Planning & Organizational Skills

In the rapidly changing business environments we work in, thorough planning and preparation are critical to business success. In this training program, participants will learn how to streamline daily tasks, organize personal space, effectively use calendars, get out of voicemail purgatory, and more.

## Who Should Attend?

This programme is a 'must' for all managers, supervisors, team leaders, and support staff. No matter what your department or job function, being well organized pays off - for both the employer and the employee!

## Training Objectives

- ✓ To understand the principles and importance of correct planning
- ✓ To learn the importance of setting and prioritizing goals and objectives
- ✓ To organize and adapt plans for successful implementation
- ✓ To understand and use planning tools e.g. Gantt Charts, etc.,
- ✓ To learn personal organizing strategies to help with work-life balance
- ✓ To learn how to organize your office, computer, and paperwork
- ✓ To practice the skills of planning and organizing in a controlled environment

## Programme Content

- ✓ Defining Planning & Organizing
- ✓ The Key Elements Of Planning Cycle
- ✓ Setting Goals & Objectives
- ✓ SMART(ER) Objectives
- ✓ The Key Elements Of Organizing
- ✓ Prioritizing Workload For Effectiveness & Efficiency
- ✓ Improving Personal Organization
- ✓ 'Work Smarter, Not Harder'
- ✓ Handling Delegation
- ✓ Tips For Work-Life Balance



# Administrative Skills

In this rapidly changing world and technology Administrators need to learn relearn and be equipped with the relevant knowledge and skills in order to remain competent in the workplace. This programme covers a range of administration skills that you need, from the basics of finance as well to communication skills and customer care.

## Who Should Attend?

Suitable for all secretaries, administrators, administrative assistants and admin support staff who would like to improve their skills and the contribution they make to the smooth running of their office.

## Training Objectives

- ✓ To Understand the importance of professional presence on the job.
- ✓ To Learn how to self-manage to become more effective and efficient.
- ✓ To Improve active listening, questioning, and being more assertive.
- ✓ To Increase ability, performance and attitude
- ✓ To develop office procedures, critical thinking abilities and communication skills for greater efficiency and effectiveness

## Programme Content

- ✓ Maximizing and multiplying your value to your organization
- ✓ Administrative and office functions
- ✓ Contributing to your team/departments success
- ✓ Communication Skills
- ✓ Resolving conflict and dealing with difficult people
- ✓ Managing your time
- ✓ Filing Systems



# Creative Thinking

Creative thinking is not something you are born with; it is a skill that can be improved with practice. This programme will help individuals develop their creativity and the creativity of others to enhance productivity at work. You will learn and apply simple creative thinking tools and techniques to generate creative ideas.

## Who Should Attend?

Supervisors, managers and anyone who would benefit the organization through innovative and creative thinking.

## Training Objectives

- ✓ To Manage the process of thinking in increase efficiency
- ✓ To Think in parallel with one another, which encourages the contributions of each individual
- ✓ To Organize and lead effective meetings, helping to "out-think" the competition
- ✓ To Dramatically increase your number of new ideas
- ✓ To Anticipate changes, helping you prepare for the future
- ✓ To Rigorously evaluate ideas, eliminating costly mistakes
- ✓ Execute work plans on time and within budget, saving you and your clients time and money

## Programme Content

- ✓ Introduction to Creativity and Innovation
- ✓ Factors and Styles of Creativity
- ✓ Structured Framework for Creativity
- ✓ Ideas Generation Problem Exploration Techniques
- ✓ Option Selection Techniques
- ✓ Concept Development Techniques
- ✓ Solution Development and Implementation Techniques
- ✓ Organizational Factors for Creativity,
- ✓ Personal Action Planning for Creativity



# Customer Relationship Management

This Programme challenges delegates to address these issues in a practical way that clarifies the relationship between customer care and overall business strategy with an aim to achieving sustainable competitive advantage through customer relations management.

## Who Should Attend?

This programme has been designed for those who want to learn how effective teams operate and how they as team members can contribute to the growth and development of high performing teams.

## Training Objectives

- ✓ To develop better communication channels
- ✓ To Learn, using practical experience, how to implement CRM effectively within your organization.
- ✓ To understand how to best manage and serve customers
- ✓ To Identify the steps for creating loyal customers
- ✓ To understand customer service excellence and how to win and keep customers

## Programme Content

- ✓ Benefits of creating customer loyalty
- ✓ CRM Concepts
- ✓ Developing a market intelligence and proactive enterprise
- ✓ Developing a Customer Strategy
- ✓ Motivating People to Care for Customers
- ✓ Measuring Customer Satisfaction
- ✓ Handling difficult customer situations in a positive manner
- ✓ Incorporating CRM into your organization



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