



Strategy2Action Courses List

We offer a range of training programs to meet your needs. This is not an exhaustive list as our KEY COMPETENCY is **CREATING CUSTOMIZED COURSES** that EXACTLY match YOUR NEEDS.

INFLUENCE PEOPLE THROUGH A FRIENDLY NATURE	3
CHANGING MIND-SETS.....	4
EMOTIONAL INTELLIGENCE	5
INFLUENCE PEOPLE THROUGH A POSITIVE ATTITUDE	6
I'M OK, YOU'RE OK	7
GENERATING IDEAS THAT FIT	8
A NEW WAY OF THINKING, LATERALLY.....	9
ILLUMINATE YOUR CREATIVE SELF!	10
SIX THINKING HATS TO MATCH ALL OCCASIONS	11
CREATIVITY IN BUSINESS	12
MIND MAPPING TO GENERATE IDEAS	13
CREATIVE PROBLEM SOLVING	14
HOW TO INCREASE CONFIDENCE IN YOUR CHILD	15
CONSULTING FOR SUCCESS.....	16
SURVIVAL SKILLS FOR HR MANAGERS	17
EFFECTIVE GROUP WORKING AT WORK PLACE	18
DEVELOPING INTERVIEWING SKILLS	19
CHANGE MANAGEMENT	20
DOING PERFORMANCE APPRAISALS RIGHT THE FIRST TIME.....	21
MAKING JOB DESCRIPTIONS WORK	22
TRAIN THE TRAINER	23
DEVELOPING PERFORMANCE MANAGEMENT	24
THE POWER OF POSITIVE ATTITUDE.....	25
LOG ON TO YOUR SUB CONSCIOUS MIND.....	26
MIND CONTROL WITH THE SILVA METHOD.....	27
THE NUTS AND BOLTS OF BRAND MANAGEMENT	28
USING WAR STRATEGIES IN BUSINESS: SUN TZU STYLE	29
ELECTRONIC MARKETING	30
LEADERSHIP	31
MANAGING CONFLICTS.....	32
MANAGE TIME TO DO MORE	33
MAKING ORAL COMMUNICATION WORK FOR YOU	34
NLP, THE UNTOLD (OR LESS TOLD) SECRET OF SUCCESS	35
COMMUNICATE, INFLUENCE AND NEGOTIATE USING NLP.....	36
CAPTIVATE YOUR AUDIENCE WITH NLP FOR TRAINERS	37
SELL MORE, FASTER WITH NLP FOR SALES	38
YOUR HEALTH BECOMES YOUR WEALTH WITH NLP	39
QUALITY ASSURANCE FOR SERVICE INDUSTRY	40
CUSTOMER CARE FOR SERVICE ORGANIZATIONS	41
EFFECTIVE TELEPHONE SKILLS.....	42
ABC OF SALES-SPANCO STYLE.....	43
RELATIONSHIP SELLING	44
TAKING CHARGE OF MEETINGS	45
COUNSELING AND COACHING SKILLS	46
KNOWLEDGE MANAGEMENT	47
SETTING GOALS TO GET WHAT YOU WANT	48
BEING MORE ASSERTIVE.....	49
HOW TO BECOME THE BEST RECEPTIONIST	50



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Strategy 2 Action

HOW TO BECOME THE BEST SECRETARY	51
HOW TO BECOME THE BEST SUPERVISOR	52
MANAGING IN THE 21 ST CENTURY	53
MANAGING PROJECTS	54
WIN-WIN NEGOTIATIONS.....	55
ASSERTIVE PRESENTATION SKILLS.....	56
BRINGING THE BEST OUT OF TEAMS.....	57
HOW TO BECOME A TEAM PLAYER?	58
TRAINERS' PROFILE-SYED MUHAMMAD IMRAN OWAIS KAZMI	59



Influence people through a friendly nature

Suite: Attitude Reengineer

Give your life a 180 degrees change!

Based on local and world class material including Dale Carnegie's best selling 'How to win friends and influence people', this course opens the door of success both in personal and professional lives. Learn fundamental techniques of handling people inspire and influence them without offending them, convince them without arousing any resentment. This workshop will help you in building rapport with others besides improving your own interpersonal skills

Overall aim

Master in the art of winning people:

What will you learn?

Master the art of human relations

Learn fundamental techniques in handling people

Learn six ways to make people like you

Learn to convince people

Learn to change people without offending them

Who is it for?

For every body interested in improving interpersonal relationship

Training Methodology

A seminar with interactive lecture with easy to do exercises

How long does it last?

One day



Changing Mind-sets

Suite: Attitude Reengineer

Meet this 'Attitude Reengineer'...

A real time best seller for us, we call it an 'Attitude Reengineer' and it has actually established our company. This highly participative workshop will open your minds, will remove traditional barrier stopping creativity and turn you towards more positive thinking. This is an extremely unique course based on a book written by Mr John O Keefe, ex P&G Europe

Overall aim

Develop an Overall positive attitude thus opening new dimensions for you at a personal and organizational level leading to increased teamwork and readiness to accept new ideas

What will you learn?

- Learn to accept new ideas and increase your operational creativity
- Get rid of traditional views and habits like stereotyping
- Improve your teamwork, a very useful course for team building
- Create a harmony between your organization strategy and your self
- Give more satisfaction to both inside and outside customers
- Learn creative problem solving

Who is it for?

This course is for the whole organization from top to bottom. It is especially useful at a time the company is going through an overall change either in terms of policies or other activities like decentralization, major new hiring, increasing or decreasing the hierarchical level

Training Methodology

Participative workshop, interesting exercises and group discussions with coaching and facilitation

How long does it last?

One to three days needs based workshop



Emotional Intelligence

Suite: Attitude Reengineer

Your team may be fully utilizing IQ, but have they tapped into their EQ?

Emotional Intelligence/Quotient (EQ) is currently the corporate sector's biggest buzzword. While intelligence is valuable, studies have proven that the single most important factor in job performance and advancement is Emotional Intelligence. Best of all, unlike IQ, these traits can be taught and developed. This workshop not only recognizes the importance of EQ in personal and corporate success, we make it work. Our unique, interactive approach allows your team to focus on customizing and integrating EQ in the work environment

Overall aim

Develop and nurture Emotional Intelligence to get immediate benefits to our health, relationships and work

What will you learn?

Understand basic concept of EQ and its role in our success

Understand why EQ is even more important than IQ

Get the extensive understanding of EQ traits like empathy, self awareness and team work

Make EQ theory work through a simple to apply approach

Improve your understanding about yourself and others

Become a more satisfied individual and a team player

Boost your career by realizing this single most important reality

Who is it for?

This course is for the whole organization from top to bottom. It is especially useful at a time the company is going through an overall change either in terms of policies or other activities like decentralization, major new hiring, increasing or decreasing the hierarchical level

Training Methodology

Involved lecture, Participative workshop, interesting exercises and group discussions with coaching and facilitation

How long does it last?

Two days



Influence people through a positive attitude

Suite: Attitude Reengineer

A Workshop that TRANSFORMS you...

It's all in our mind! Think positively and get what you want think negatively and things will seem to go wrong every time, all the time. This course will provide you a step by step approach to transform yourself into a more happy, constructive and positive individual. The most interesting fact is the measure of success here will be 'others' - Your friends, colleagues, peers and superiors will mirror your success through getting inspirations and positive motivation from you

Overall aim

Become a more happy, positive and constructive. Get ready to change the world around yourself starting by inspiring and influencing people

What will you learn?

- Discover the personal areas of negative thinking
- Learn to destroy the process of negative thoughts formation
- Feel good for no reason
- Discover how to maintain a positive outlook
- Make your own 8 Day Positive Planner
- Have a better and richer life through a positive approach

Who is it for?

Entry level management and frontline staff requiring interaction with different people to achieve their tasks

Training Methodology

Involved lecture, Participative workshop, interesting exercises and group discussions with coaching and facilitation

How long does it last?

One day



I'm OK, You're OK

Suite: Attitude Reengineer

You can change the "Not OK" trap it'---Make the conscious decision of being "OK"!

This workshop is based on the fundamental research work of Dr Thomas A Harris in psychiatry. It is a wonderful course that helps participants understand different types of behavior both at work and home. This helps them to analyze those problem attitudes that hinder productivity and lead to appropriate solutions. After attending this course participants will not only be able to identify and get rid of their own negative behaviors but also the unreasonable behaviors of others and will be able to positively influence them through logic and understanding of the PAC Model (Parent-Adult-Child Model)

Overall aim

Enabling change, establishing self- control and self-direction and discovering the freedom of choice in our own behaviors and others behaviors

What will you learn?

- Understand Child, Adult and Parent of every human personality
- Use effectiveness of Adult inside us and others
- Getting rid of self destructive games
- Establishing fulfilling, fear-free relationships
- Application to teams to Improve group work

Who is it for?

All levels management requiring working in form of groups and teams

Training Methodology

Involved lecture, Participative workshop, interesting exercises and group discussions with coaching and facilitation

How long does it last?

One day



Generating Ideas that Fit

Suite: Creativity

An enlightening seminar to unleash your innate creativity!

This interesting seminar helps you understand creativity as a process besides overcoming barriers to stop creativity. Emphasis is on pragmatic tools to assist you in problem solving, brain storming, decision making and idea generation with a CREATIVE edge

Overall aim

Enable you to discover your creative side and use it to excel in your career

What will you learn?

- Understanding the brain storming process
- Understanding creativity as a six step process
- Tips to awaken your creative side
- Generation of innovative ideas
- Evaluation and implantation of workable solutions
- Bringing unique solutions through operational creativity
- Creative problem solving

Who is it for?

This seminar is for every one who needs more unique and creative solutions. It is ideal for people in the profession of marketing, sales and advertising besides operations. It is also very useful for leaders and people heading organization and responsible for problem solving

Training Methodology

Interactive & participative facilitation through practical exercises

How long does it last?

One day



A new way of thinking, Laterally

Suite: Creativity

Do you or your team face this challenge?

Challenge: Fast-changing trends, fierce competition, and the need to work miracles despite tight budgets!

Answer: Innovative thinking but HOW???

One way of doing it is through learning the skill of Lateral Thinking. This amazing concept introduced by Dr Edward de Bono and has been refined ever since to provide a deliberate, systematic process resulting in innovative thinking, teamwork, productivity and ultimately profits. Better quality and better service are essential, but they are not enough, strengthen your natural abilities with alternative ways of thinking

Overall aim

Develop the 'skill' of thinking and use powerful yet unconventional methods to develop your thinking and analysis power

What will you learn?

Understand the mechanism of mind

Understand different modes of thinking

Explore natural, logical, mathematical and lateral thinking styles

Find out your own personal style of thinking, its strengths and weaknesses

Explore alternative methods to conventional thinking

Improve your innovative capabilities

Increase your productivity through enhancing team work

Who is it for?

Product/Brand Managers, Marketing Managers, Business Unit Heads looking for ways to enhance their effectiveness and efficiency

Training Methodology

Interactive & participative facilitation through practical exercises

How long does it last?

One day



Illuminate your creative self!

Suite: Creativity

An exotic fiesta for those with a big appetite for creativity!

Often we are aware of the creativity inside us, but find it difficult to discover the real innovative ME, now we have an option. One day workshop empowered with pragmatic, fun, hands-on, full of easy to use tools and techniques. This will enlighten you with practical tools and strategies to aid you in problem solving and team work. This workshop will enable you to kick start your creativity process through real life applications of Mind Maps

Overall aim

Awaken the creative side of your personality through practical tools

What will you learn?

Understand functioning of brain

Use mind mapping to generate and organize your thinking process in a clear direction

Make use of both sides of brain

Awaken the right side of brain

Learn to discover creative solutions in groups

Who is it for?

Junior/Mid level Advertising and Marketing Staff

Training Methodology

Highly participative exercises group working and monitored facilitation

How long does it last?

One day



Six thinking hats to match all occasions

Suite: Creativity

Make every meeting, every decision and every discussion come alive with powerful creative energy...

Learn the exciting concept of Six Thinking Hats and use it as a tool for systematic and occasional purposes. Understand limitations of adversarial thinking and alternate it through opportunity thinking. Discover a whole new framework for more cooperative, positive and innovative group working, meetings and focused thinking

Overall aim

Equip yourself with the brilliant weapon of 'six thinking hats' to take charge of all activities

What will you learn?

- Increase the effectiveness of your thinking
- Get rid of confused thinking states
- Learn to separate emotion from logic, creativity from information
- Positively influence your own behavior
- Become a team player
- Most importantly eliminate 'ego defense' to hinder your creativity

Who is it for?

Senior Advertising and Marketing Staff

Training Methodology

Interactive lecture with fun filled exercises and games

How long does it last?

One day



Creativity in business

Suite: Creativity

Bring a more creative YOU outside!

If you or your teams are stuck with the boredom of normal, every day routine work, join this course. It will freshen up your thought process, increase morale and raise energy level. Learn more about creativity empowerment and its implications. Use this creativity in day to day decision making, problem solving and idea generation. A highly participative workshop to charge you with creative fuel on the road to success for a long lasting run!

Overall aim

A very good energizer to get rid of work boredom, find new methods to do old stuff besides killing resistance against change

What will you learn?

- Operational creativity
- How to eliminate boredom from work
- Energize your team for a new project/ task
- Energize your team to bring innovation in same old stuff
- Creative problem solving

Who is it for?

All levels of officers and management

Training Methodology

Highly participative exercises group working and monitored facilitation

How long does it last?

One day



Mind mapping to generate ideas

Suite: Creativity

You are hard working and appreciated for your performance with only HALF of your brain!

Think of reaching its FULL potential. Twice you're every success after attending this workshop and learning to using this fabulous technique. Anyone involved in learning who wants to maximize their creativity, learning power, concentration and mental agility NEEDS to attend this workshop. A highly interactive course for the most up-to-date understanding of the brain and the development of mind mapping skills

Overall aim

To access remarkable intelligence and improve the ability to learn

What will you learn?

- Using both sides of our brain
- Maximize your mental power
- Making use of available mental resources
- Improve concentration power and memory
- Get better at creative planning and structured thinking

Who is it for?

This workshop is for every one interested in reaching to full potential of brain

Training Methodology

Highly participative workshop, use of different visualization exercises based on shapes, colors and dimensions besides interactive lecture

How long does it last?

One day



Creative Problem Solving

Suite: Creativity

When your main problem is 'Problem Solving'...

This course enables the participants to take problem solving as a structured activity both in individual and team member roles. Participants will learn to apply a range of creative thinking techniques through different approaches. It also enables you to use pictures and mind maps to understand ambiguous business problems. Understand how the brain works, learn the concepts of multiple intelligence and its applications. Learn techniques like mind mapping and generate ideas through releasing creativity

Overall aim

Learn problem solving as a skill to find out the best solutions successfully and successively

What will you learn?

- Understand functioning of the brain
- Application of techniques like mind mapping
- Understand and apply multiple intelligence
- Enable yourself to work in spite of uncertainty and ambiguity
- Creative problem solving both individually and in groups

Who is it for?

For middle and senior management levels

Training Methodology

Interactive workshop, use of different exercises, case studies and real life problems with facilitated coaching and monitoring both individually and in groups

How long does it last?

One day



How to increase confidence in your child

Suite: General

Set your children free with fears of beasts, burglars and abductors!

'Kids are our future' turning them into confident individuals means building a brighter and better future for all of us. It is very depressing for parents to feel unable to help fearful children. This seminar tells you how to handle childhood fears with simple, workable strategies. Understand causes, symptoms and treatment of fears and overcome it through confidence building activities

Overall aim

Learning causes, symptoms and treatment of fear in kids to make them more confident

What will you learn?

Learn causes, symptoms and treatment of fear

Learn simple workable strategies to help a fearful child

Learn confidence building activities like stories, self talk and games

Who is it for?

For all parents who wish to enhance the confidence of their kids

Training Methodology

Interactive lecture with demonstration and self to do assignments

How long does it last?

One day



Consulting for success

Suite: General

Consultants are there to help every one, but who is there to help them?

A move into consulting business is an important mid career decision and this course helps you on making more informed choice. After this course you will be able to assess your capability and understand the complete consulting process. You will learn to analyze different kinds of implicit and explicit costs, to understand different perks and pitfalls and widen the base of existing clients. A quick and effective workshop increasing your efficiency as a consultant!

Overall aim

A quick and effective workshop increasing your awareness, efficiency and effectiveness as a consultant!

What will you learn?

- Understand the complete process of consulting in a step by step approach
- Understand perks and pitfalls of consultancy business
- Learn how to calculate potential start up costs and financial analysis
- Learn how to market your services
- Learn proposal writing, pricing and many roles of a consultant
- How to sell your services besides improving on personal selling

Who is it for?

For up coming consultants who want to start their business, new entrants who want addition in their client list or for oldies who want a refresher to up date themselves

Training Methodology

Interactive lecture, case studies and exercises

How long does it last?

One day



Survival skills for HR Managers

Suite: HR Manager

Is your task to manage the most difficult asset of the organization?

If so, then this course is a MUST HAVE for you. This course provides the information HR professionals need to promote healthy and productive relationships between management and staff. Participants will be able to implement their knowledge of psychology, work behaviors and group dynamics to recruit, motivate and develop staff and ensure that the management style within an organization is supportive of a human relations approach

Overall aim

Equip HR managers with the right set of knowledge and skills to enhance their performance

What will you learn?

Impression Management: Managing perceptions of ourselves
Overview of motivation theories as the force behind behavior
Overview of theories of personalities, besides understanding your own
Effective communication and organizational influences on communication
Empowerment through persuasion and interpersonal relationships
Group Dynamics, team work and managing conflicts
Leadership: getting the most out of people
Career development and personal fulfillment at work
Coping with changes and cultural diversity at work

Who is it for?

For all Personnel managers and HR professionals, Trainers and consultants

Training Methodology

Interactive lecture, case studies, group discussions and exercises

How long does it last?

Four days



Effective group working at work place

Suite: HR Manager

Are you alone in the group?

In many cases group work is responsible for success or failure of the company. Therefore it is important to focus towards this very important element of today's work. This course covers topics like group motivation, models of team performance and social facilitation of groups. Learn to improve group brain storming, group decision making and team work. This will also help you in conflict resolution and healthy competition among groups

Overall aim

Equip HR managers with the right set of knowledge and skills to enhance their performance

What will you learn?

Understand factors causing loafing with in a group
Social facilitation, motivation and interference in the groups
Improving brainstorming and creative working in groups
Groups Decision making
Influence on team performance

Who is it for?

HR professionals, business unit heads leading teams and groups

Training Methodology

Interactive lecture, case studies, group discussions and group exercises

How long does it last?

Two days



Developing interviewing skills

Suite: HR Manager

Hiring the right person for the right place...

Recruitment is perhaps the most important decision to make, automatically makes interviewing skills very essential. This course helps you to improve your interviewing skills to get best information out of any person. Learn to understand basic concepts of competency and competency based interviews besides differentiating between hard and soft competencies. Also learn different techniques of assessment in the process of selection

Overall aim

Learn how to deploy different techniques to interview people for getting best required information

What will you learn?

- Understand what competencies are
- Difference between hard and soft competencies
- Learning the art of asking questions
- Learn how to conduct different behavioral, situational and focused interviews
- The role of assessment methodologies in selection
- Improve the abilities of listening and comprehension

Who is it for?

HR professionals, managers, CEO or others involved in interviewing process

Training Methodology

Interactive lecture, practical exercises, facilitated role plays

How long does it last?

One day



Change management

Suite: HR Manager

We start our program right from the end in mind! i.e changing people...

The biggest challenge in implementing a change management program is that it does not follow automatically. Many such programs fail to achieve their purpose because of their focus on processes and systems, ignoring hearts and souls of people. In this extensive workshop our starting point is communicating change, identifying different behaviors and meeting expectations; taking it to the life blood of an organization, process and system reengineering and then measuring the Overall impact of change. Ultimate goal is to make this transition process as smooth as possible besides remaining effective through change

Overall aim

To help participants plan, organize and communicate change more successfully

What will you learn?

- How to communicate for change
- Six types of behaviors to recognize
- Managing people's expectations
- Identifying the impact of change
- Remaining effective through change

Who is it for?

Managers, who instigate change, respond to change and lead people through the whole process

Training Methodology

Interactive lecture, practical exercises, facilitated role plays and participative discussions

How long does it last?

One day



Doing Performance Appraisals right the first time

Suite: HR Manager

Appraisal is not a historical review as understood by most of people; it is rather an excellent way to add value to the business

'Appraisals are obstructive baggage, half truths, one way flow of information resulting in waste of time'. If you think so, then this course might change your view totally! It is about meeting standards, monitoring and measuring performance and feed back of current performance to determine future performance. Learn different approaches of appraisals, besides understanding the complete process of appraisal interviews. Also learn how to deliver feed back and coaching. This workshop will make some use of appraisal more than a 'tick the box' activity

Overall aim

Learn how to use appraisal as development tools besides setting and monitoring standards

What will you learn?

How to use appraisal process as a development tool

How to set and monitor standards

How to structure activities like interviews and forms

Learn different approaches of appraisal

How to deliver coached feedback

Who is it for?

All HR professionals

Training Methodology

Interactive lecture, practical exercises, facilitated role plays and participative discussions

How long does it last?

One day



Making job descriptions work

Suite: HR Manager

Set your job descriptions free of 'catch alls'!

A job description is responsible for clear communication of job assignments and is a very important tool for determining Overall performance of the employee. Unfortunately most of the time this critical document is a poorly lay out, mass of information containing little more than a list of tasks with various catch-alls. This workshop will provide you all important information about the process of job analysis besides giving you essential orientation to various formats of job descriptions

Overall aim

Provide participants essential knowledge and skill to draft effective job descriptions

What will you learn?

- How to conduct job analysis
- An understanding of various formats that can be used
- How to draft job descriptions or role profile
- Learn different approaches of job appraisal
- An understanding of different uses of job descriptions

Who is it for?

All HR professionals

Training Methodology

Facilitated lecture and group discussion with practical exercises

How long does it last?

One day



Train the trainer

Suite: HR Manager

'The ability to learn faster than your competitors perhaps the only sustainable competitive advantage'

Training is one very effective way to pass on learning; unfortunately it is greatly dependent on the skills and knowledge of trainers. The aim of this course is to give instructors appropriate skill and knowledge to process training groups more effectively. Here participants will learn a variety of involvement techniques, assessment of trainer/trainee readiness, and management of training time and arrangement options of the training room. Participants will also learn to handle difficult participants and will improve their own presentation style

Overall aim

Develop training skills leading to effective training, where effective training means 'training for results'

What will you learn?

- Assess trainer/trainee readiness
- Learn various involvement techniques and their appropriate uses
- Improve on presentation skills
- Training time management
- Training room arrangement
- Handling problem participants and questions handling

Who is it for?

All training managers and trainers

Training Methodology

Highly participative, group discussions, practical training sessions by participants, exercises and role plays

How long does it last?

Two days



Developing performance management

Suite: HR Manager

All too often performance management fails to improve performance. Why?

Most of the performance management systems lack credibility because of inadequate training and poor design. This workshop is all about 'HOW to build in the WHAT and HOW of performance management'. This workshop will provide knowledge of workable performance management approaches. Learn to understand the design principle and fitting it into your organization culture. Understand complete performance management cycle with elements like coaching and measurement of performance

Overall aim

To provide participants with the knowledge and skills to develop the performance management approaches that work

What will you learn?

- How to define the starting point in performance management
- An understanding of design and principles you need to consider
- How to fit your design to organization culture
- The role of coaching in performance management
- An understanding of the performance management cycle
- The pros and cons of rating scales
- How to give the preferred approach a developmental focus

Who is it for?

All HR professionals

Training Methodology

Highly participative, group discussions, practical training sessions by participants, exercises and role plays

How long does it last?

One day



The Power of Positive Attitude

Suite: Let your mind control your destiny

It is easy to complain then to make it happen!

There is already enough of negativity surrounding us in our professional and personal lives. Kill this negativity with powerful positive energy and become more constructive and creative. This seminar talks about challenging positive revolution model presented by Edward De Bono. This model symbolized with the palm of the hand covers five principles for positive revolution, effectiveness, constructive way forward, human values, self improvement and contribution instead of criticism

Overall aim

Transform your self into more positive, constructive and better YOU!

What will you learn?

- Maintain a positive outlook
- Improve your effectiveness
- Become more constructive to achieve more
- Learn positive human values
- Going forward to self improvement
- Power of contribution

Who is it for?

Every one interested in running away from the negative halo

Training Methodology

Interactive lecture with practical planners and tips

How long does it last?

One day



Log on to your sub conscious mind

Suite: Let your mind control your destiny

Amazing mental powers already exist in your own mind; let's plan a miracle once in your life time!

They can be harnessed to bring you prosperity, success, health and vitality. The secret of getting in touch with these powers is to activate your sub conscious. This astounding workshop will enable you to understand how your mind works and make your sub conscious a partner in success. Combining ancient wisdom with modern science this course will definitely route your sub conscious to your achievement

Overall aim

Transform your self into a more positive, constructive and better YOU!

What will you learn?

Understand how your mind works

Understand the amazing powers of sub conscious mind

Work on a miracle: The APPLICATION of these powers

Learn to use these powers for making more fortune and better living

Techniques to apply sub conscious powers for management problem solving and decision making

Who is it for?

General public, Middle and Senior Management

Training Methodology

Exercises, group discussions and monitored coaching

How long does it last?

One day



Mind control with the Silva method

Suite: Let your mind control your destiny

This surprisingly easy to follow, result oriented technique has benefited many, see it working for yourself

Silva method of mind control is a famous and extremely effective technique formulated by José Silva. This is a highly rewarding tool to combine the logical side with dormant and creative side and improve your power of decision making, memory and concentration. A highly participative workshop to raise your energy level, communicate better with colleagues, reduce stress and increase Overall productivity. This will help you to trigger managerial problems with innovative solutions

Overall aim

Getting control of your mind to improve productivity and find a solution for every problem

What will you learn?

Using the Silva technique for common management problems

Make both sides of the mind work for you

Raise your energy level besides stress management

Communicate better with every one

Handling difficult people and disciplinary problems

Be more effective at meetings

Manage time more efficiently besides meeting deadlines

Unleash your creativity & improve on problem solving

Who is it for?

Middle and Senior Management

Training Methodology

Involved lecture, mental exercises, group discussions & monitor coaching

How long does it last?

One day



The nuts and bolts of Brand Management

Suite: Marketing

Building brands that break all records!

This is an extensive course on brand management covering every aspect of branding. We will introduce participants with the fundamentals of branding to develop a brand strategy, building and maintaining brand equity and finally overview the complete merchandising activity

Overall aim

Enable participants to build brands that bring high profits to the organization

What will you learn?

- Characteristics of good brand & responsibilities of a brand manager
- Different branding strategies and select appropriate strategy for your brand
- Identifying a troubled brand and creating a brand vision
- Creating sub brands and brand extensions besides releasing international brands
- Select the factors you should measure when conducting a brand assessment
- Create and maintain brand equity
- Utilization of different association for brand advantage
- Survive your brand through competition
- Covering all aspects of merchandising

Who is it for?

Marketing professionals, brand managers, business until heads

Training Methodology

Involved lecture, exercises, group discussions & role plays

How long does it last?

Two days



Using war strategies in business: Sun Tzu style

Suite: Marketing

“Know your enemy; know your self, hundred battles, hundred victories” (Mao Zedong)

This is an amazing eye opener from the 4th century BC, which brings military wisdom to the battlefield of marketing. Sun Tzu was an ancient Chinese military warrior responsible for excellent strategy formulation and implementation in warfare. The Japanese and Chinese are popular for the application of these strategies in business world very successfully resulting in their superb growth and economic leadership. This course will equip you with various strategies of competitive management

Overall aim

Develop thorough competitive management to establish & maintain leadership

What will you learn?

Understand the similarities between battlefields and business

How to conduct situational appraisal

ABC of competitive management: understanding different types of competitors and competitive scenarios

Formulation of goals and choice of battleground

Formulation and evaluation of strategies

Considering human and operational factors in strategy implementation

Strategic controls

Who is it for?

CEOs, Marketing Professionals, brand managers, business unit heads

Training Methodology

Interactive lecture, exercises, group discussions & case studies

How long does it last?

Three days



Electronic Marketing

Suite: Marketing

Make one E-Marketing strategy that makes your customers CLICK!

There is so much hype about electronic marketing and loads of information available, but the result is only frustration for the majority. This course focuses on core skill development essential for electronic marketers. In this course you will learn how to design a web strategy, promote your site and get listed in top search engines, how and when to promote yourself on bulletin board besides generating traffic for your site. Also learn to write attractive ad copies, make the best use of free on-line advertising and auto responders. Turn leads into life time customers through e mails and dominate market with innovative E marketing techniques

Overall aim

Master the art of electronic marketing to use this exciting media for your advantage

What will you learn?

- How to create a web strategy
- Web page promotion and design
- Get listed at the top search engines
- Turn leads into lifetime customers with e-mail marketing
- Make best use of free and low-cost online classified ads
- Writing killer ad copy besides developing banner ads
- Profiting with discussion lists and newsletters
- Completely automating your business
- Sources of free advertising

Who is it for?

Marketing Professionals, brand managers, business unit heads

Training Methodology

Interactive lecture, group discussions & case studies

How long does it last?

One day



Leadership

Suite: Personal Effectiveness

“Management focuses on the status quo and present, while leadership looks to the horizon to shape the future”

Management is mainly about processes and systems, to turn around the company people need extra mileage in the form of leadership. This course helps participants to identify leadership functions and develop different styles of leadership to enhance their own leadership profile. Learn primary functions and different styles of leadership besides building blocks of effective team work. Differentiate the leader from a manager and understand arenas of empowerment. Also understand different approaches to motivation besides process of carrying out feedback with team

Overall aim

Enhance your performance in leadership roles

What will you learn?

- Primary functions of leadership
- How to enhance your own leadership profile?
- Different leadership styles to suit different situations
- Building blocks of effective team work
- Differentiating a leader from supervisor/manager
- Overview of empowerment arenas
- Understanding different motivation theories
- Carrying out feedback with your team

Who is it for?

All management level

Training Methodology

Lecture, group exercises, case studies and role plays

How long does it last?

Five days



Managing conflicts

Suite: Personal Effectiveness

Two people can never think alike; therefore it is natural to have conflicts at work place

However solutions to these conflicts are a must as unresolved conflicts hold back productivity. This course has been designed to help participants to resolve interpersonal conflicts at work and avoid escalating. Boost your career by taking charge of yourself and handle discipline confidently

Overall aim

Develop the essential skills to manage and eliminate conflicts hindering performance

What will you learn?

Identify different levels of conflict at work and the appropriate actions to take

Learn proper use of negotiation and mediation skills to solve differences

Empower yourself to build better relationships at work

Move toward success in handling differences that lead to non-communication and power play

Learn your own behavior as part of people-problem equation

Increase your ability to deliver constructive feedback

Deploy the right leadership style for your working environment

Handle discipline with confidence

Who is it for?

All management level

Training Methodology

Lecture, group discussion, case studies and role plays

How long does it last?

One day



Manage time to do more

Suite: Personal Effectiveness

Time is perhaps one unanimously agreed, most scarce resource, not mentioned in any economic journal!

This course helps you to get more out of your day, every day for the rest of your life. A highly participative workshop aimed to bring back the balance in your life. You will learn to manage your own time, managing other people's time besides coping with external factors. An extremely lively course filled with complex and structured exercises besides small & simple to apply ideas guarantees you a useful investment!

Overall aim

Develop the essential skills to manage and eliminate conflicts hindering performance

What will you learn?

- Plan and control the whole work day
- Learn to prioritize tasks and get things done on time
- Get rid of clutter and shape up your life for a new look
- Manage multiple tasks and deadlines
- Learn to deal with interruptions and distractions
- Discover to balance influences that can help or hinder your day
- Accomplish more than you ever thought you could

Who is it for?

All management level

Training Methodology

Lecture, group discussion, exercises and role plays

How long does it last?

One day



Making oral communication work for you

Suite: Personal Effectiveness

Your oral communication portrays YOU in front of others...

Let's get a big leap to improve YOU by attending this workshop. Learn to structure ideas simply and persuasively, flesh out people's ideas with memorable examples besides targeting listeners' core concerns. This course will enable you to simplify complex information through get-to-the-point discussions. Master the art of answering questions quickly and coherently, handle objections positively, and deal with hostile situations and emotional issues

Overall aim

To portray a more courteous, polite and witty YOU in front of others

What will you learn?

Learn how to start a conversation while keeping it on the track

Improve your listening skills and avoid information overload

Learn the fine art of asking questions besides answering questions and using difficult questions for your advantage

Take charge of your body language, improve on gestures, postures and facial expression

Develop the skill of handling objections and unfavorable situations

Keep your emotional state alive and positive in hostile situations

Who is it for?

Entry level managers, customer services and front desk staff

Training Methodology

Lecture, group discussion, exercises and role plays

How long does it last?

Two days



NLP, the untold (or less told) secret of success

Suite: Rule the world with NLP

Excel in your personal and professional life through understanding WHAT works for you and others!

Neuro Linguistic Programming (NLP) is an exotic science that bridges the gap between your thinking process and your communication result your actions. It is something you already do; this seminar helps you to remove the element of chance, by designing and creating your own outcomes in any situation. This seminar will help you to build rapport, filtering information and transferring skills & resources through a dynamic collection of tools, techniques and strategies

Overall aim

Inspire your friends, employees and clients, have new ways to look at things

What will you learn?

Understand yourself and understand and communicate with others better

Get an opportunity to review your life's journey so far by setting new goals

Do a mastery in achieving what you want

Enhance your sensory acuity and be more flexible

Develop and build rapport with people anytime anyplace

Who is it for?

Every one interested in improving communication and rapport building

Training Methodology

Lecture and exercises

How long does it last?

One day



Communicate, influence and negotiate using NLP

Suite: Rule the world with NLP

Neuro Linguistic Programming (NLP) is a science, which helps people discover the path to excellence

It has grown in popularity since the 70's and has been very effectively used to achieve success by millions. This course introduces you to basic NLP concepts and theories to improve your communications skills and influencing powers. This is a very interactive workshop empowering you with effective transferring skills and creating visible outcomes in any situation

Overall aim

This workshop provides you a collection of dynamic tools, techniques and strategies which facilitate excellence throughout the work environment

What will you learn?

- Increase your repertoire of excellence
- Different way of filtering information
- Developing greater rapport
- Formulating key questions for clarification
- Transferring skills and resources
- Making a complete instructional manual for your brain
- Extending the map of your world by increasing your productivity
- Enhance your sensory acuity and be more flexible

Who is it for?

Entry level managers, sales people, front desk staff and customer service executives

Training Methodology

Interactive lecture, highly participative group exercises & role plays

How long does it last?

One day



captivate your audience with NLP for trainers

Suite: Rule the world with NLP

“A good trainer is one with knowledge and has the skill to pass on this knowledge”

NLP helps you master the art of training people through various techniques. Learn the complete process of TNA, designing a training course and finally delivering it. Boost your self confidence by turning difficult questions to your advantage. Also learn evaluating training results and passing on the feedback

Overall aim

Training for learning: Where learning is the change in knowledge, skills, values and attitudes of trainees

What will you learn?

Understanding the complete training cycle to design effective training
Conducting training needs analysis (TNA) to determine training outcomes
Communicate at different psychological level simultaneously
Improve self management and presentation skills through NLP techniques
Keep emotional states of trainer and trainees constructive
Learning different learning styles
Dealing with difficult people and difficult questions
Future pacing: passing on the skill for real life situations
Evaluate training and passing on this evaluation

Who is it for?

Training managers and free lance trainers

Training Methodology

Lecture, highly participative group discussions, exercises & role plays

How long does it last?

Three days



Sell more, faster with NLP for sales

Suite: Rule the world with NLP

Revenue from Sales is the life blood for any organization, but still the selling process is viewed as a manipulative process...

This is because most sales training focuses on closing the deal, unlike NLP that teaches to build a relationship! Selling is a quick buck activity, while building relationship gets you an income stream that will continue to grow over many years. In this course, learn to communicate with people in their proffered styles, influence their decision making and most importantly create a relationship that lasts forever!

Overall aim

Understand and put into work the equation:

'Sales = Building a long term relationship = long term profitability'

What will you learn?

- Understand present day and future challenges to sales
- Complete sales process, from values to worth of money
- Planning sales work, prospecting and initial contact
- Telephone mannerism for incoming and outgoing calls
- Presentations and building rapport
- Closing and customer service
- Looking after yourself, working on goals and values
- Taking charge through leadership and effective persuasion

Who is it for?

CEOs, Sales reps, sales managers and sales staff

Training Methodology

Lecture, highly participative group discussions, exercises & role plays

How long does it last?

Three days



Your health becomes your wealth with NLP

Suite: Rule the world with NLP

Our bodies metabolize not just food and air, but all our experiences!

Therefore we create our own health- by what we do, how we think, how we live. NLP studies the way our thoughts affect our well being. Through this course we put forward latest medical research combined with NLP in the area of mental thoughts affecting health. Also learn stress management and become healthier than ever. Use senses to gain pleasure and enhance your mental powers

Overall aim

Create your own internal world; control your emotional states affecting your physical states

What will you learn?

Control your emotional states for your well-being

Understand how our emotional states affect our immune systems and what can we do about it

Stress management to have a worry free life

How to use your senses for getting more health and pleasure

Why being ill does not mean unhealthy all the time

Learn practical ways to bring your body and mind in perfect harmony

Who is it for?

All levels of management especially senior management facing lots of work pressure and stress

Training Methodology

Lecture, group discussions, and mental exercises

How long does it last?

Two days



Quality assurance for service industry

Suite: Sales and customer care

We talk here of several comparative quality assurances

Six-Sigma is originally a more statistical approach for manufacturing concerns; our edge is that we have customized it for service industry into more challenging areas of service process. Now the emphasis is very much on practical process improvement for more complex service processes

Overall aim

Enable participants to implement Six Sigma through learning its theory and practices

What will you learn?

- QA/Six sigma strategy, theory and applications
- Project management and people resource
- Help participants to define and measure process change
- Using different statistical tools and techniques
- Brainstorming and generating new ideas
- Selecting the best solutions and implementing it

Who is it for?

All levels of management especially senior management facing lots of work pressure and stress

Training Methodology

Lecture, group discussions, and mental exercises

How long does it last?

Two days



Customer care for service organizations

Suite: Sales and customer service

Customer care is the only edge in service industry

Customer service staff is of utmost importance as they portray the whole company in front of customers. In this exhaustive workshop we take care of every aspect relating customer service. You will learn to improve your communication skills through improving your voice and behavior, able to direct the conversation. Understand the importance of listening and sub conscious talk. Learn to demonstrate friendlier body language, understand different types of behaviors and their actual causes. Learn to negotiate with people besides handling of difficult people

Overall aim

Develop essential skills of customer care not only to satisfy customer but also delight them

What will you learn?

- Understanding the elements of oral communication
- Realizing the importance of your attitude and behavior
- Directing the conversation and handling complaints
- Developing winning telephone skills
- Dealing with difficult situation and difficult people
- Develop the essential skill of 'listening'
- Control subconscious communication

Who is it for?

All front desk staff

Training Methodology

Lecture, group discussions, and role plays

How long does it last?

Three days



Effective telephone skills

Suite: Sales and customer service

Effective telephone skills are a must whether it is telesales or customer support

When the customer talks to someone who knows their stuff well and genuinely appears to care, a hugely positive impression of your company is created. In this workshop learn to handle incoming calls besides structuring perfect outgoing sales calls. Learn elements of effective communication, control of your voice, personal and corporate values and understand the importance of listening. Boost your career with skilled handling of complaints and take ownership of customers' problems. This workshop is all about adopting a winner behavior for you and your company, give it a try!

Overall aim

Enable participants to talk more professionally on telephone

What will you learn?

Learn to structure inbound calls

How to direct a conversation and control your voice

Determine impact and behavior

Learn to identify opportunities and briefing about features and benefits

Sub conscious communication with customers

Dealing with objections, complaints and criticism

Control subconscious communication with customers

Who is it for?

All front desk staff, telesales people and customer service staff

Training Methodology

Lecture, exercises and role plays

How long does it last?

One day



ABC of sales-spanco style...

Suite: Sales and customer service

How convinced you are that your sales people really get to the heart of the customer need or desire every time?

If not much then join this course, this is all about 'Making sales that stick'. In this workshop you will learn the whole sales process by enlightening SPANCO cycle. Learn to harness your product knowledge, spot and seize opportunities and getting at the real needs of customers. Understand the concepts of push and pull selling. An absolute energizer for new recruiters and a refresher for old ones

Overall aim

To help participants make more sales that stick

What will you learn?

Understand complete cycle of SPANCO

Harness your product knowledge and features Vs benefits

Spotting and seizing opportunities besides triggering the real needs

Learn to identify opportunities and briefing about features and benefits

Understand push/pull selling

Negotiating assertively and closing the deals

Who is it for?

New recruits to selling

Training Methodology

Lecture, exercises and role plays

How long does it last?

Two days



Relationship selling

Suite: Sales and customer service

Have your sales people have reached the plateau of performance and have stuck there instead of progressing?

This workshop emphasizes on underperforming sales people and finding the quick fix up. This will re-focus sellers on successful basics, introduce them to fresh skills and approaches, remind them of customer importance and improve their strike rates

Overall aim

To drag sellers out of their comfort zone and improve their sales results through relationship building

What will you learn?

- Behavior and skills to improve rapport
- The use of future orientated questions
- Why to tick with the basic skills
- The best techniques for a successful approach
- A fresh look at sales structure
- Turning sales into long term relationships

Who is it for?

Experienced sales people not meeting the targets

Training Methodology

Lecture, exercises, group discussions and role plays

How long does it last?

Two days



Taking charge of meetings

Suite: Soft skills

Meetings for result...

Business meetings consume a lot of time, cost, effort and brain power, and even in spite of all that it is difficult to realize the real benefit. This workshop teaches you different techniques of making most of your meetings. Learn to run the meeting according to agenda, control negative influences and manage time. Also understand how to get everyone involved besides taking minutes of meeting. Learn various techniques of bringing variety to meetings to turn them into more lively and result orientated sessions

Overall aim

To enable participants make most of meetings

What will you learn?

How to use the agenda to manage time
Develop extracting and listening skills
Control negative influences and distractions
Techniques to keep conversations on track besides summarizing
Asking useful questions and answering questions to the point
Getting everybody involved in discussion and decision making
Structuring and writing minutes of meeting

Who is it for?

People at all level need to attend and run meetings

Training Methodology

Lecture, exercises, group discussions and role plays

How long does it last?

One day



Counseling and Coaching skills

Suite: Soft Skills

Coaching is one tool that allows and encourages people to grow in their careers

Counseling and coaching skills are essential for the growth of all managers, trainers, team leaders, supervisors and directors whether or not it is a part of job description. Acquiring coaching skills involves ability to listen and determination to practice. In this workshop learn to use your observation skills, overcome the 'technical barrier' and learn practical coaching techniques. Also understand how to structure the coaching sessions and use it for employee growth

Overall aim

To enable participants for effective coaching and counseling

What will you learn?

Using your observation skills to find out coaching opportunities

Overcoming the "technical skill barrier"

Structuring the coaching session

Techniques for effective coaching

Using counseling to transfer skills

Using counseling to influence on attitude and values

Who is it for?

Team leaders, supervisors, managers, trainers and HR professionals

Training Methodology

Lecture, exercises, group discussions and role plays

How long does it last?

One day



Knowledge management

Suite: Soft Skills

Learn to appreciate why knowledge management is not about technology, but all about people...

This workshop provides an overview of the principles and processes of knowledge management. As a participant, you will learn that knowledge management is about capturing and securing information and knowledge within the organization, including relevant customer, partner and competitor knowledge. You will also gain a first level insight into why effective knowledge management is a real differentiator of performance in the new knowledge-driven economy

Overall aim

Enable participants to manage knowledge properly to survive and grow in

What will you learn?

Understand components of knowledge besides knowledge Vs information
Knowledge management Vs Information management, realizing the differences and overlaps
How to manage people, process and technology
Role of knowledge audit
Common obstacles in implementing knowledge management
Factors determining the cost of knowledge management
Understanding the starting point besides reasons of failure of Knowledge management
Knowledge management at different levels of stake holders

Who is it for?

Marketing and divisional heads

Training Methodology

Lecture, exercises, group discussions and case studies

How long does it last?

One day



Setting Goals to get what you want

Suite: Soft Skills

Goal setting is a skill that can be acquired...

Management is about achieving goals, success become dubious when these goals are not properly set. This course focuses on prime managerial function of goal setting. Learn to establish performance objectives, select appropriate competencies, write performance measurements and weighing different factors. A very useful course for managers seeking real achievements

Overall aim

Enable participants to set clear and achievable goals besides measurable performance standards

What will you learn?

- Identify your role in the performance management process
- Write SMART performance objectives
- Select appropriate core competencies
- Write Performance measurements
- Establish appropriate weights for various factors
- Identify appropriate Developmental Activities
- Develop collaboration skills

Who is it for?

Entry level managers and team supervisors

Training Methodology

Lecture, exercises, group discussions and role plays

How long does it last?

One day



Being more assertive

Suite: Soft Skills

Assertiveness is a very important skill for 'getting what you want'

This workshop improves your assertiveness skills through very interesting exercises. Learn improving communications skills through body language, expressing ourselves honestly, saying no, making choices, dealing with criticism, etc. Also explore self-awareness and self-esteem. We have broadened the scope of this workshop by including topics like behavior types, rights, asking for what I want, saying no, self-esteem, giving and receiving criticism, body language and listening

Overall aim

Making you a 'Go Getter'

What will you learn?

- Enable to demonstrate increased self-awareness
- Understand assertive behavior
- Show increased understanding of others
- Demonstrate an ability to communicate more assertively
- Talk honestly with people, saying NO without hesitation
- Have experience of working in groups and pairs
- Show improved listening skills
- Have the ability to identify your own areas of need
- Learn assertive body language

Who is it for?

Anybody interested in assertiveness skills

Training Methodology

Lecture, group exercises, group discussions and role plays

How long does it last?

One day



How to become the best receptionist

Suite: Soft Skills

The people on your reception desk create first and often lasting impressions of your organization...

They should therefore represent a model of your values, practices and beliefs. Become the best receptionist in the world by realizing the importance of your attitude and traits that create a difference. This workshop teaches you how to be more welcoming, helpful, knowledgeable, tactful, patient and sensitive

Overall aim

Developing the traits of the best receptionist in you

What will you learn?

- Realize the importance of your crucial role and essential skills
- Understand the importance of attitude
- Learn the best practices that differentiate the professionals
- Handling of complaints and objections
- Handling of difficult people
- Learning telephone courtesy and manners
- Use of your voice to convey different messages and moods

Who is it for?

Receptionists & staff at enquiry/information desk

Training Methodology

Lecture, group discussions and role plays

How long does it last?

One day



How to become the best secretary

Suite: Soft Skills

‘A good secretary worth a hundred managers’

This is because they play a major role in success of any managerial tasks. Brush up your secretarial skills in this workshop by improving your communication skills. Learn letter/memo drafting, oral communication, time management and stress reducing techniques. Also understand importance of prioritization and document management.

This course will also touch on essential telephone skills

Overall aim

Developing the traits of the best secretary in you

What will you learn?

Realize the importance of your crucial role and essential skills

Understand the importance of oral communication

Learn the best practices that differentiate the professionals

Prioritizing and time management

Understanding the difference between urgent and important

Letter drafting and memo writing

Art of document management

Who is it for?

Secretaries and office assistants

Training Methodology

Lecture, exercises and role plays

How long does it last?

Two days



How to become the best supervisor

Suite: Soft Skills

Who is the key communicator at the first line of management?

Answer is a supervisor. A supervisor is a scheduler, monitor, controller and motivator who also perform most of on the job training. This course will help participants to settle down in role of supervisors more easily. Learn core management concepts, planning options, controlling technique besides different team briefing styles. Also understand motivation techniques, situational leadership and various training methodologies

Overall aim

Train supervisors in managerial principles to enhance their performance

What will you learn?

- Key principles of management
- Options for planning
- Controlling and monitoring skills
- Team briefing skills
- Essential motivation
- Dealing with difficult situations
- 1:1 training techniques
- Time management and prioritization of tasks

Who is it for?

Supervisors and team leaders, entry level manager promoted from non management background

Training Methodology

Lecture, group exercises, group discussions and role plays

How long does it last?

One day



Managing in the 21st century

Suite: Soft Skills

Refresh your management concepts to survive!

Understand concepts like participatory management, working hour flexibility, open communication and their implementation. Also learn to transform your work place into more humanistic, sensitive and progressive place. This is all about working and managing in new age! Learn to cope right from stress to money management from personal negotiation to office politics!

Overall aim

Equip yourself with modern tools to cope with change and new challenges

What will you learn?

Develop a more positive approach towards change
Understanding of concept, theory and practice of participatory management
Flexibility with regard to responsibility and hours
Understanding and realizing importance of open, honest communication
How to develop a more progressive, humanistic work place
Understanding challenges like working mothers and E commerce
Better relationship building between employee and employer

Who is it for?

Senior and middle level managers

Training Methodology

Lecture, group exercises, group discussions and case studies

How long does it last?

One day



Managing projects

Suite: Soft Skills

According to a study, more than 50% of the tasks in various companies are achieved in the form of projects

We have developed an approach that ensures your chances of executing a successful project. You will be able to take project management as a structured activity covering sub activities right from defining project goals, scheduling and resorting the project, risk analysis & contingency planning to motivate your teams. Factors like 'dancing cards' switching from different projects change and project audit will also be discussed

Overall aim

Enable participants to run and manage projects more effectively and efficiently

What will you learn?

- Defining project goals, assumptions and completion criteria
- Estimating project size, scheduling and identifying dependencies
- Learn about issues facing project managers and team leaders
- How to Resource the project & manage stakeholders' expectations
- Preparation of your project plan & risk analysis and contingency
- Presentation of your project besides motivating your team
- Monitoring and tracking the project & Project audits (post mortems)
- Status reporting and communication besides change control
- Project manager's daily and weekly tasks
- 'Dance Cards' and managing multiple projects

Who is it for?

Project managers

Training Methodology

Lecture, group exercises, group discussions and case studies

How long does it last?

One day



Win-win negotiations

Suite: Soft Skills

“A loser knows what he'll do if he wins; a winner knows what he'll do if he loses”
(Machiavelli)

Everybody negotiates all the time, at work, at home, and as a consumer. For some it seems easy, but others view the process of negotiation as a source of conflict to be resisted and avoided if possible. This workshop eliminates such fears by turning negotiation as a win-win process. Learn to bring the win-win conclusion through balance of language, planning and tactics

Overall aim

Enable you to convert every negotiation into a successful "win-win" conclusion through a balance of language, planning and tactics

What will you learn?

Understanding phases of a negotiation - prepare, discuss, propose, bargain, settle and conclude

Defining a win-win position & making every phase a win-win phase

Understanding negotiation pyramid

Making of proposals and bargaining

Know yourself and your partner

Kick start the negotiation and discussion

Setting and closing the deal

Who is it for?

All managers

Training Methodology

Lecture, group exercises, role plays and case studies

How long does it last?

One day



Assertive presentation skills

Suite: Soft Skills

What is the real worth of your presentation?

For your company: maybe from thousands of Rs to millions of \$ For you: maybe a promotion, better salary & perks, enhanced image, credibility, relationship and may be all of it together! Give boost to your career through delivery of assertive presentations. Master the art of presentation through learning it by exhaustive step by step processes

Overall aim

Empowering you to get what you want

What will you learn?

Who needs to present?
Internal or external, what's the end goal
Why be professional in presentations?
Key ingredients of an Assertive Presentation
Preparation and planning
Objective of the presentation
Audience analysis
Content gathering
Types of presentations
Planning on Visual/Audio aids
Non Verbal: what they see and feel
Verbal: what they hear
Getting control of the audience
Staying in control of the audience
Questions handling
Key tips on making an effective presentation

Who is it for?

Ideal for Officers and entry/middle level managers, newly promoted managers, Product/Brand Manager & Sales Reps

How long does it last?

One day



Bringing the best out of teams

Suite: Soft Skills

Teams are supposed to blend and coalesce for task achievement, but what if they don't?

This event - we don't call it a training course, takes the whole team together and puts it through a series of challenges. It gets at the dynamics and culture of the team, the needs and agenda of each individual, the skill they can bring to add value and the development stage the team has reached. It helps every person to re-focus on team's objectives, individual roles and responsibilities. Make your team a dream team to get what you dream to get!

Overall aim

Turning your team into a dream team

What will you learn?

The idea of getting everybody together
Understanding human needs, individual vs. team needs
Group decision making and roles allocation
Personality types and handling different people differently
Team communication
Team motivation skills
Carrot and sticks for a team

Who is it for?

Middle and senior managers

How long does it last?

Two days



How to become a team player?

Suite: Soft Skills

If you don't have essential skills of a team player, you and your team will be left behind

Most of the organizational goals are achieved in the form of teams. If you don't have essential skills of a team player, you and your team will be left behind. This course will enable you to understand the idea of team, human needs and individual needs vs. team needs. Learn motivation techniques, goal setting, and role planning and vision creation. Also learn different types of personalities and finally master the art of turning teams around!

Overall aim

Be a team player and inspire others to be for a successful team

What will you learn?

Learn basic follower ship skills

Leader qualities and motivation skills

Personality types and handling different people differently

Handling conflicts

Unbiased criticism and role of a 'meta person'

Understanding myth of trust

Who is it for?

Middle and senior managers

How long does it last?

Two days



Trainers' Profile-*Syed Muhammad Imran Owais Kazmi*

Skill-Set

I am an innovative business manager and HR consultant / trainer with over 12 years professional experience. My strengths and achievements are:

- Top management level strategic planning and implementation skills
- Par excellence written, verbal communication; and floor moving presentation skills
- Strong IT, database and related skills
- Visionary with ability to predict future market trends / create new niche to capitalize on opportunities
- Achieved care, respect and admiration of colleagues and clients
- Member and contributor at acclaimed professional HR associations in UAE and Pakistan

MANAGING DIRECTOR/CEO
Strategy2Action

Profile & Value

- Strategic Planning - Being a visionary, worked on long term goals and applied strategic planning models such as balanced scorecard to define and map strategies of specific business units while aligning it to the overall mission and vision of an organization. Expert in corporate benchmarking strategies to determine organizational effectiveness and profitability in long run. Gifted with 'out of the box' thinking bringing innovative approaches and operational creativity at work.
- Operational Excellence - Successfully launched several startup companies in different geographic regions while complying with legal, infrastructural and procedural requirements considering the regional policies and laws. Established corporate offices in consistence with global branding and corporate guidelines. Consistently performed in high level operation initiatives such as turnaround management, organization restructuring, infrastructure design etc.
- Human Capital Development - Branded as 'people person', inspired, motivated and influenced young and seasoned professionals from cross functional teams. Identified as a catalyst in change management process through open communication and culture change initiatives. Takes pride in developing people through coaching, counseling and training and considers it the biggest contribution towards commercial success of the organization.
- Strong Result Orientation - Strong believer of 'thoughts become things', a 'go -getter' with strong perseverance couple with self motivation and drive for excellence. Accepted challenge of establishing new improved systems and changing policies and procedures to get desired outcomes. Proven track record of influencing law makers to bring a change in system.
- Budget and Finance - Expert in business modeling to balance cost and revenues and reduced/eliminated unnecessary expenses.



Professional Experience

Psiloc
Regional Director (MENA Region)
June 2007 to date

Primary driving force behind setting up MENA operations in the regional hub Dubai for this European mobile software company. Designed infrastructure, product design and requirement and distribution channels. Established commercial relationships with operators, mobile handset manufacturers and phone retail networks for revenue growth and branding.

Contribution and Achievements

- Founded corporate office in Dubai media city under head office guideline complying with regional legal and infrastructural requirements
- Established partnerships with giant mobile operators in the UAE and neighboring GCC countries to offer mobile software solutions for customizing their services and providing competitive edge for their offerings
- Developed unique mobile software for mobile handset manufacturers to distinguish their products from others and provide additional features for the customers

CommGlobal Inc.
Marketing Director (MENA Region)
May 2006 to Sep 2007

Managed multiple partners and brands under the umbrella of CommGlobal in this dynamic role of marketing representative. CommGlobal had prestigious telecom brands such as SAF Tehnika, Eogogics, Airspan among a few.

Contribution and Achievements

- Responsible to manage all internal delivery and business development related affairs for a 50 million Euro market capitalization company SAF Tehnika with an annual turnover of 13 million+ Euros
- In charge for managing relationship with all major telecom operators in countries such as Pakistan, Afghanistan, Qatar, Iran, Kuwait and Oman for data transmission/e learning companies such as Eogogics and AirSpan
- Set up cellular network/radio stations for one of the leading telecom operator in Afghanistan contributing towards the Afghanistan re-building project while working with multiple agencies from various countries



Synergie Consultants
Director Consulting
Aug 2001 to May 2006

Looked after the key activities of training and consulting of this multi - facet service provider through managing a team of subject experts and working with different teams assigned for various projects relating to HR, training, recruitment, IT & marketing consulting. Experience here included dealing with overseas work partners and leading brands and manufacturing concerns within the region of Pakistan, USA and UAE.

Contribution and Achievements

- Project leader to Implement balanced score card in Pakistan State Oil (PSO), a USD 1 billion company, top player in oil distribution in Pakistan market having 82% share in the black oil market and 61% share in the white oil market. This was an excellent opportunity to work on various commercial and strategic aspects of many business units of the oil and gas industry. This was also a great exposure to public sector while working with market leader against multinational giants such as Shell and Caltex
- Project leader to Implement balanced score card in National Bank of Pakistan (NBP), the largest bank within the public sector having about 15,000 employees and 1200+ branches within Pakistan and overseas. A very challenging task to deal with red tape, old systems and highly departmentalized organization with huge setup and tough expectations. Worked with various levels of strategic business units such as Corporate and Investment Banking, Credit Management, Operations, Risk Management, Audit and Inspection, HR & Admin, Commercial and retail, Treasury, IT and special assets groups. So far it was the most learning experience at strategic level and project scope dealt with working with the senior corporate leaders to define strategies for each business unit for sustainable competitive advantage. Defined key objectives, key customers and identified KPIs for each business unit.
- Project leader to prepare comprehensive business plan for one of the telecom hand set distributors. This business plan was prepared to achieve Nokia distribution ship for the region and included methodical planning for operations, designing ATL and BTL marketing campaigns, commercial feasibility, sales forecast and setting up multiple channels of resellers nationwide. This earned the distributorship and successful launch of MobileZone in 2002 and at the moment it's the largest mobile phone seller in Pakistan having distributorship for Nokia, Sony Ericsson, HTC, Motorola and Samsung. MobileZone later expanded in the regions of Afghanistan & Bangladesh. I have worked personally for launching multiple brands working with telecom operators and handset manufacturers.
- Managed team of web developers and software programmers to design systems and programs for different industries. This included developing sales analysis and motivation system for pharmaceutical concerns, designing a doctor portal for a hospital in the USA, designing websites for various clients based in USA and UK. My role was the front men dealing with customers and understanding system requirements and later translating the same for the team of developers, managing deadlines and delivering final product to the customers.
- Managed recruitment projects for various clients to head hunt the right candidates for positions such as national sales manager, head of marketing and medical reps. My role was to work with HR specialists and taking part in screening, interviewing, assessing and short listing the right candidates.
- Designed and delivered various training projects in the areas of soft skills for clients like Unilever, P&G, Wyeth, ABN Amro Bank, UBL, Roche, Merck Marker, Pfizer, Shell, Nokia Middle East etc. Takes pride in designing some unique programmes to cater specific client needs such as 'changing mindsets'. Worked with clients to measure training impact to justify the investment.



Axiom Telecom
Country Manager, Pakistan
Sept 1999 to Aug 2001

I was assigned to set up one of UAE's largest telecom operations in Pakistan. Project scope included launching Nokia in Pakistan, setting up Nokia concept store and service centre, hiring a team for running front and back end operations, designing marketing campaign, establishing network of resellers and channels of handset import.

Contribution and Achievements

- Launched Nokia concept store and 24 hour service centre, while working with resellers across different regions of Pakistan.
- A major contribution was to work with the Government regulatory agencies to alter policies for the import of handsets for overall smoothing of operations and assisting in making a proper system for this
- Worked with telecom operators to team up for various marketing associations and co-branding

Knoll Pharmaceuticals (BASF)
Marketing Training Manager, Pakistan
Sept 1996 to Apr 1999

Used my direct sales experience to train medial reps and further worked towards designing culture change programs for middle and senior level managers.

Contribution and Achievements

- Trained medical reps to target their communication towards doctors (target market) in a more focused and professional manner
- Worked hard to instill soft skills such as time management, effective communication, running successful meetings and planning visits/calls for doctors
- Developed small tools such as induction kits, literature guides and call planners for medial reps, proved to be very effective in heavy literature led pharmaceutical industry
- Exercised conflict resolution skills to handle conflicts and devising bonus/sales commission system for the sales team



*Mobilink (Motorola)
Marketing Service Coordinator, Pakistan
June 1994 to June 1996*

I worked in this position for Mobilink (started as a GSM operator for Motorola USA). I worked as a direct sales person in the time when cellular industry was in its infancy stages. This gave me an orientation of telecom industry and a complete knowledge of market dynamics.

Contribution and Achievements

- Sold mobile phones (considered a high-end luxury item) through corporate sales and personal selling for individual sales
- Developed proposals for corporate sales for volume sales of handsets and connections
- Took part in planning marketing strategies for mobile phone and franchise resellers

*Pakistan Tobacco (British American Tobacco)
Area Manager, Merchandising & Promotions Pakistan
April 1993 to June 1994*

I worked as an area manager for Pakistan Tobacco and looked after below the line activities for important territory.

Contribution and Achievements

- Designed and delivered marketing campaigns for various towns and villages
- Arranged company sponsored sports activities like cricket matches or local games
- Looked after branding and advertising activities through merchandising and retail management
- Travelled extensively within rural areas to collect marketing intelligence for competing brands and getting familiar with the whole manufacturing process. This involved visiting tobacco fields and factories and various distribution channels

Education

- MBA (Bi- majors in marketing and finance) from the Institute of Business Development (IBA), Karachi, Pakistan
- BBA from the Institute of Business Development (IBA), Karachi, Pakistan

References

- Many from prestigious clients, peers and bosses for my previous assignments