

Advanced Diploma

Subject: Managerial Skills & Leadership Development

This Diploma will help participants gain the essential skills needed to transform themselves from individual contributors to successful people managers. Using guided role play, exercises and practice sessions, participants will discover how to adjust their management style to handle different challenges. In-depth management skills combined with interactive activities, will take participants through the paces of motivation, delegation, coaching, communication, leadership and much more. Participants will be able to improve on key weakness areas, leverage their strengths and get the best results from every member of their team.

If you are a newly hired manager or any motivated employee interested in building a strong career path, then this certificate is for you!

Time-Frame:	98/ 2 Days per week, 05:00 p.m. till 08:00 p.m.
Audience:	Newly hired managers & motivated employees
Presentation Tools:	Books & PowerPoint
Participants:	10 to 20
Date:	Starting from 6 February 2017
Place:	Ashrafieh Campus
Cost:	\$2000 + Registration
Deadline for Registration:	January 30 th , 2017

Module	Name	#hrs.	Cost
1	Leadership Skills	6	\$200
2	Leading with Emotional Intelligence		
2.1	Understanding Peoples Styles at Work	6	\$400
2.2	Communicating with Different Styles using Emotional Intelligence	6	
3	Employee Coaching and Development	8	\$270
4	Negotiation Skills	10	\$330
5	Conflict Resolution	8	\$270
6	Business Etiquette	6	\$200
7	Time & Stress Management for Increased Productivity	12	\$400
8	Customer Service	6	\$200
9	Presentation Skills		
9.1	Presenting with Clarity and Impact	6	\$400
9.2	Visualization Strategies	6	
10	Professional Selling Skills	18	\$600
Diploma Cost		98	\$2,000

➤ **Module 1: Leadership Skills (6 Hours)**

The best leaders have the ability to share their vision with passion and commitment, giving their people a purpose, and a challenge that they are willing to embrace, and inspiring them to their full potential to achieve goals. This module is an introduction to leadership and management.

Course objectives:

Understand the difference between the role of a manager and the role of a leader.

Understand what motivates people.

Understand different perspectives and what defines a true leader.

Learn about leadership styles.

Understand your own leadership style

➤ **Module 2: Leading with Emotional Intelligence**

2.1- Understanding Peoples Styles at Work (6 Hours)

As Aristotle said, knowing yourself is the beginning of all wisdom. By learning how people, including oneself, understand and frame the world, Leaders are able to communicate more effectively, build trust, and increase the rate at which team goals are achieved. In this module, participants will learn about the importance and application of different personal styles.

Course objectives:

Learn about your own behavioral style at work.

Learn how to identify behavioral styles of others through behavioral cues.

Learn how to communicate with different behavioral styles.

2.2-Communicating with Different Styles using Emotional Intelligence (6 hours)

“Beyond the traditional leadership roles and responsibilities, today’s workplace uncertainty requires leaders to be much more sensitive about what matters most to their employees.” *Glenn Llopis, Forbes.com*. In this module, participants will learn how to combine their knowledge of different personal styles of their team members, and the application of emotional intelligence in their communication and interpersonal relations.

Course objectives:

Understand the key elements of good communication

Understand the importance of Empathy

Understand the essentials of healthy expression

➤ **Module 3: Employee Coaching and Development (8 hours)**

Coaching is about developing people's skills, abilities, and improving their performance.

The purpose of this module is to increase effectiveness through identifying strengths and development needs of employees in addition to setting and achieving challenging goals.

Course objectives:

Develop and practice effective coaching competencies.

Demonstrate active listening and meaningful questioning.

Develop an effective employee coaching plan.

Assist employees with the design and implementation of a goal-related action plan.

Incorporate and make effective use of data and feedback through a variety of coaching techniques.

➤ **Module 4: Negotiation Skills (10 Hours)**

Opportunities to negotiate present themselves every day in all aspects of business and life. We negotiate in our work, with our friends, and even our family members. A successful negotiation can be reached through a collaborative effort to maximize and enhance the benefits to both parties. In this module, participants will practice negotiation, and learn how to get the most from their personal negotiations.

Course Objectives:

Define negotiation and Identify steps for proper negotiation preparation.
Know your personal style in dealing with situations warranting negotiation and conflict resolution.
Define principled negotiation and identify the steps in the negotiation process.
Learn bargaining techniques and strategies of inventing options for mutual gain.

➤ **Module 5: Conflict Resolution (8 hours)**

Conflict is inevitable and may derail efforts to achieve business goals and team harmony. This training module will teach participants or help them teach others how to more confidently deal with workplace conflict situations. Participants will discover how conflict situations can be turned around into opportunities. They will explore and practice conflict resolution to more successfully handle workplace conflict.

Course Objectives:

Develop strategies for dealing with conflict.
Find out the potential benefits of conflict when handled properly.
Become more confident in handling common workplace conflict situations.
Be aware of the different styles, strategies and outcomes of conflict.
Recognize the potential benefits and disadvantage of third party interventions (Mediation & Arbitration).

➤ **Module 6: Business Etiquette (6 hours)**

All business experts agree that good manners promote good business. This training module will equip participants with all the business etiquette and protocol knowledge needed to conduct their business with more confidence, know-how, grace, and efficiency by showing more confidence and poise in various business settings.

Course objectives:

Handle initial contact and business introductions professionally and confidently.
Follow proper telephone etiquette and create a great first impression on callers.
Use body language to project confidence and trust.
Follow key guidelines of proper written communication etiquette.
Display proper attention to etiquette and protocol of formal business dining.
Gain practical tips related to professional workplace attire and hygiene.

➤ **Module 7: Time & Stress Management for Increased Productivity (12 hours)**

No matter who you are, we all have 168 hours each week. Your ability to best utilize those 168 hours will ultimately determine your success. Throughout this training module, participants will learn how to get better control of their time and their life in general. From setting achievable life and work related goals to learning how to more efficiently and effectively control their time and resources. The program also stresses on the importance of planning and prioritizing, dealing with and controlling interruptions, setting boundaries and managing stress.

Course Objectives:

Recognize personal strengths and weaknesses in managing your time.

Assess priorities and available resources.

Manage multiple priorities based on validity and urgency.

Identify ways to deal with distractions and eliminate interruptions.

Learn strategies to improve concentration and increase productivity and efficiency.

Manage Stress through optimizing workload and using helpful respiratory techniques.

Learn to delegate properly.

➤ **Module 8: Customer Service** (6 hours)

Always putting your customer at the center of your business creates a service driven culture. This training module will motivate participants to becoming more customer focused and more passionate about delivering outstanding service by understanding the logical and emotional motivations of a customer to buy or continue using a service.

Course Objectives:

Discover the attitude, skills, and knowledge needed to successfully interact with clients.

Explain the importance of measuring & benchmarking service.

Understand the opportunities in each challenging client situation.

Understand what true customer loyalty is and the importance of positive customer experience.

Understand the value of exceeding customer expectations in each customer interaction.

➤ **Module 9: Presentation Skills**

An effective presentation aims to change the audience and get them to think or act differently by truly engaging them with a clear focused message, logical arguments and compelling visuals combined with a passionate delivery that evokes emotions. This two-part module provides a hands on practice of preparing and delivering impactful presentations.

9.1- Presenting with Clarity and Impact (6 hours)

This module focuses on the principles and practices of communicating with an audience clearly, confidently, and effectively, through impactful speech, voice-tone and body language. In addition, participants will learn techniques to engage the audience, understand their perspective and build rapport.

Course Objectives:

Present more clearly, confidently and effectively.

Build your own elevator pitch.

Listen and ask insightful questions.

Use techniques to build better rapport with others.

Combine voice tone and non-verbal communication with appropriate language that engages others.

9.2- Visualization Strategies (6 hours)

This module will provide a guiding framework to teach others how to design, build, and deliver compelling high impact presentations by following simple innovative design concepts from the initial design stage and creating the structure of the presentation to researching and building impeccable slides and visuals as well as ensuring a confident, passionate, and professional live delivery.

Course Objectives:

Structure a presentation & visuals with focus, clarity and impact.

Effectively visualize, build, structure and deliver a presentation with focus, engagement and passion.

➤ **Module 10: Professional Selling Skills (18 hours)**

Selling is about determining the other person's or organization's need and then explaining how you will fulfill that need with your product or service. This extensive sales training module will guide participants towards uncovering the "Right" skill set and mindset that a professional sales person should possess.

Course Objectives:

Understand what is needed to have both the right skill set and mind set to sell

Starting and controlling conversations with customers

Asking the right questions to uncover customer's needs

Connect with customers and build rapport

Overcome objections and close sales confidently and effectively

Understand behavioral and personality styles and how to sell to each buyer type.

Identify and qualify stakeholders and learn to engage them in multifaceted sales situations.

Participants may take courses individually and receive a certificate of attendance. However to receive a diploma in Retail, participants must complete all of the above courses.

