

1) Taking Your Business On-line: Planning, Developing and Managing Successful E-Commerce Web Sites

Course Description:

Is your website project out of control? Every website project needs a manager. Developing Effective Websites describes Internet technologies in plain language and helps you see beyond your expertise to the big picture. It does this by drawing on established software project and management principles. Like any project, effective management of website development starts by understanding and balancing the constraints of time, resources, and tasks. You can deliver your project on time and on budget. Practical techniques for managing a variety of projects from simple presentations to consumer web sites and applications (e-commerce, web-based training) are being presented. Coverage of new concepts on web development tools & technologies and hosting options & solutions. Also based on real-world experiences and current development techniques.

Course Outline:

- *Analyzing the requirements of users and your market*
- *Developing a work plan for the site and breaking it down to tasks*
- *Scheduling with Gantt and PERT charts and measuring slippage for more accurate revisions*
- *Estimating cost by the budget-first or design-first methods*
- *Using the team development process and covering all the necessary roles*
- *Aligning contractor and client interests to create a win-win relationship*
- *Following an iterative development process for designing, prototyping, and building out*
- *Applying software testing principles to website development*
- *Making hosting decisions and planning for maintenance*

Who Should Attend

- *IT and technical professionals, including team leaders, managers, directors and others who want to enhance their team-building and leadership skills within e-commerce environment*
- *General business people who need to adapt to the new way of doing business in the technology age*
- *All levels of management in an organization trying to find new way for growing their unit/department/organization business.*

How You Will Benefit

- *Learn on how the nature of an organization's presence on the World Wide Web will influence your business activities*
- *Learn on risk management of e-Commerce*
- *Learn how to use different technologies to generate and manage records of web pages*
- *Learn how Government is using the web to interact with the public and with business*
- *Learn about issues to consider in designing web sites, and the legal and regulatory framework for the development of electronic commerce*

2) Beat Your Competition Through Modern Sales, Service and Customer Management

Course Description:

In today's fast paced business environment, it is important for us to pay attention to new and innovative products, services and brands. In the past, brand management focused on achieving preference on the basis of benefits, differentiation and customer satisfaction, within a set of brands. However, today this scenario has changed considerably. In order to advertise your brand, you need to be very definite about how you exactly want it to be. Enlist the key points of your business operations that you would like to be recognized by. You should establish whether you are selling products or services. There needs to be certain distinct operation procedures that will distinguish you from your competitors. Study the market and observe what the customers are looking for. Customers always look for originality and authenticity. They will choose your products instead of others if it fulfills their specific needs. Selling involves feedback and hence you should find out how your customers feel and what more they want. You can even commission an expert to create a market 'persona' for you. This involves creating the profile of a customer that you would sell to, in general. This profile is very important in the process of defining and establishing your brand. It should have all aspects of the customer's lifestyle. Make a variety of personas if required. The strategy will not only make you known to customers, but you can also beat your competitors with minimum effort!

Course Outline:

- *How to Go About It?*
- *Identify the Unique Selling Point*
- *Identify the Overlap*
- *Why Do I Need an Auto-responder?*
- *Customer Essentials*
- *What Restructuring Involves*
- *Communication*
- *Concentration*
- *Cutting Costs*
- *Cash Flow Management*
- *Everything Online*
- *Everything Wireless*
- *Establishment of Expectations*
- *Conduct Customer Interviews*
- *Know How to Say NO*
- *Keep in Touch*
- *Key to Successful Sales Meetings*
- *Time*
- *How to Start the Meeting*

Who Should Attend

- *Seasoned sales and marketing managers who want to refine sales planning techniques, build leadership skills and become more powerful decision makers, motivators, communicators, coaches and counselors*
- *Sales and marketing professionals, sales and marketing managers, account executives, contract negotiators and anyone involved in the negotiating process*

How You Will Benefit

- *Develop leadership and team-building skills*
- *Recruit and train a higher caliber of sales professional*
- *Improve your sales team's productivity*
- *Keep your team accomplishments in the spotlight*
- *Generate increased profits with fewer resources*
- *Understand the internal motivators of your sales force*
- *Become a more effective communicator and decision-maker*

3) Managing Strategic Change, Creativity and Innovation for Global Competitiveness

Course Description:

What are the secrets of competitive R&D on a global scale? The nineties have seen the largest international R&D expansion ever. Investigating more than 1000 R&D laboratories of 80 companies, this course presents the largest description of global R&D practice. Based on 240 research interviews and case studies from 18 best-practice companies, this course introduces new concepts and trends that will shape global R&D management in the early 21st century. "Managing Global Innovation is a rich compendium of new concepts of global R&D, based on 18 excellent best-in-class case studies. What is especially impressive, this course bridges seamlessly theoretical and practical issues about how companies create, transform and implement new technology in an expanding marketplace. This will be intriguing to both the industry and the academic world. The lessons learned are invaluable. The course is a real tour de force, probably destined to become a standard in this field for some time to come.

Organizations competing in today's rapidly changing technological markets are faced with the challenges of dualism, that is, operating efficiently in the present while innovating effectively for the future. Managers and leaders within these organizations not only have to focus on current market success and profitability, but must also introduce the next generation to technical advances and product or service attributes that will sustain and even augment their continuing global competitiveness. Designed for courses within MBA engineering and executive education programs, this seminar provides a variety of approaches and perspectives on issues critical to the effective leadership of technical professionals and cross-functional teams throughout the innovation process. The course covers articles that represent the thoughts and ideas of researchers and practitioners seeking a richer understanding of the complex interplay between the specialized knowledge and skills of creative professionals and the realistic pressures and constraints required by successful business organizations. The Human Side of Managing Technological Innovation is based on a unique collection of facts and findings that not only increases the sensitivity and understanding of individuals who must manage innovation or change process within organizations, but also offers new ideas, tools, and insights for problem-solving both to practicing managers and staff professionals.

Course Outline:

- *Strategies for building high-performing teams and eliminating obstacles to effective teamwork*
- *Tools to define and communicate manager and team member roles*
- *Methodologies to manage the complexities of group dynamics, including decision making, power, and conflict*
- *Motivating professionals*
- *Measuring productivity*

- *Organizing and leading cross-functional development teams*
- *Enhancing creativity*
- *Developing human resource capabilities*
- *Using technology as a strategic resource.*

Who Should Attend

- *Managers and supervisors who want to expand their management perspective and anyone who is involved in innovation and change management, interested in leadership and organizational excellence, and also involved in the creation and implementation of strategy*
- *Managers, team leaders, directors, project managers, supervisors and staff in all industries—and anyone who has influence over the creation, adoption and implementation of new products, services and processes*

How You Will Benefit

- *Practice creative thinking methods to generate ideas and solutions*
- *Turn existing problems into opportunities for growth*
- *Discover new techniques for securing enthusiasm for new initiatives*
- *Encourage out-of-the-box thinking*
- *Apply innovation techniques to improve systems, products and processes*
- *Enhance morale, group performance and collaboration*

4) Winning Marketing Management Skills and Techniques for Globalization

Course Description:

Whether your audience consists of customers or employees, successfully delivering your message on a global scale is about much more than mere multilingual translation. You must consider culture, context, and channel. What you say is either reinforced or discredited by how you say it. What is your audience hearing? As economic borders evaporate, marketing and communications leaders are under increased pressure to drive market share and build brand awareness on a global scale. Selling into additional geographic territories can open up enormous potential for revenue generation and help distribute economic risk. But, such localization efforts require new approaches and, more importantly, new perspectives on brand integrity, multilingual messaging, global packaging, and employee diversity. This course helps you maximize the impact and results of your global marketing and communications efforts while protecting and maintaining control of your brand. The presented techniques have been instrumental in helping many of the world's leading companies deliver their message globally.

Course Outline:

- *Come with a project, leave with a plan to achieve business goals through others and across cultures*
- *Understand unique leadership requirements in global business and where many projects go wrong*
- *Assess your strengths and weaknesses as a leader of global projects to broaden your effectiveness*
- *Understand the impact of national business cultures on the decision-making process*

- *Improve project results in cost, schedule, and performance through greater collaboration across borders*
- *Bring your own “must-win” sales challenge and return with actionable strategies for success*
- *Formulate strategies that increase win-rate and strengthen global competitiveness*
- *Increase penetration and market share at accounts strategic to your business*
- *Mobilize company resources around a focused new business development process*
- *Improve marketing and selling skills while building teams for new business pursuits*

Who Should Attend

- *Seasoned marketing managers who want to refine marketing planning techniques, build leadership skills and become more powerful decision makers, motivators, communicators, coaches and counselors*
- *Marketing professionals, marketing managers, account executives, contract negotiators and anyone involved in the negotiating process*
- *Marketing research professionals working with R&D at the cutting edge of new product development*
- *Multi-national, global organization managers involved in large global marketing efforts for their organization*

How You Will Benefit

- *Develop leadership and team-building skills*
- *Recruit and train a higher caliber of marketing professional*
- *Improve your marketing team's productivity*
- *Keep your team accomplishments in the spotlight*
- *Become a more effective communicator and decision-maker*
- *Develop a master plan to manage the marketing process*
- *Win the confidence and trust of prospects by learning as much as possible about their needs*
- *Successfully market on a consultative level, using effective interviewing techniques*
- *Effectively communicate your product/service superiority*
- *Build long-term marketing relationships by offering solutions*
- *Uncover customer resistance and overcome objections*
- *Know when—and how—to close a deal*
- *Productively manage your time and territory*

5) Increase Your Organizational Reputation and Customer Satisfaction Through Professional Audits, Security and Client Privacy: A Manager's Guide

Course Description:

Merchants, banks, credit unions, health care organizations and Internet connected organizations often need independent security audits to satisfy the requirements imposed by PCI Data Security Standards, GLBA, FDIC, NCUA, or HIPAA. With 94% of IT security risks coming from software, it is imperative that enterprises assess, measure, and manage their software risk. Employees are recruited by companies to perform various tasks that help in running business successfully. Companies provide authorized access to their valuable assets to trustworthy employees. But, due to the value that assets

contain, users have started breaching the trust of employers for different motives resulting in emergence of insider threats. Severe damages have resulted from the breaches causing concern to employers to address them. Regulatory requirements such as SOX have been established that mandate organizations to focus on internal controls to avoid financial fraud. Although, insider threat is a key issue but there are not many solutions to cure them. Employees causing threat belongs to different profile. Some of them are technically skilled to carry out attacks while others don't have any technical expertise but are still successful in breaching security. Most of the companies are not pro-active when it comes to insider threats, leaving them helpless when they occur. The purpose of this seminar is to provide a comprehensive overview of insider threats. It discusses different motives due to which employees carry out security breaches. It further examines various threats that exist to the employers and controls that should be used to mitigate them. Due to the variety of attacks carried out by insiders, there is no one solution available that can be deployed to tackle different aspects of the problem. Most of the solutions available today focus on avoiding external attacks. As a result, this seminar tries to come up with controls that should be practiced by the companies to address insider threats.

Course Outline:

- *General IT Auditing*
- *SOX Compliance Overview*
- *HIPAA Overview*
- *eCommerce Compliance*
- *Onsite Computer Inspection*
- *Security Policy Review*
- *Internal Network Vulnerability Assessment*
- *Penetration Testing*
- *Manual Computer Inspection*
- *Wireless Security*
- *War Dialing*

Who Should Attend

- *Manager and senior managers concerned with the integrity aspects of their organization and business*
- *IT and technical professionals, including team leaders, managers, directors and others who want to enhance their team-building and leadership skills*
- *Corporate auditors or legal counsel, accounting and finance managers concerns with proper reporting of company business performance*

How You Will Benefit

- *Learn about SOX Compliance and its role in your organization*
- *Learn about how IT Audits can protect your organization against loss of resources or business*
- *Learn on the legal aspects and implications of IT auditing*
- *Learn about your organization's potential vulnerabilities and how to protect against malicious attacks*
- *Learn about the relationship between your organization wellness and its customer base*

6) Business Excellence Through Total Quality Management and Leadership

Course Description:

Assessing Business Excellence presents a strategic framework for business excellence and total quality management and shows how you can be actively involved in continuous improvement by systematically reviewing your business activities and results against holistic business excellence frameworks. For all practitioners who seek to use total quality management to improve their organization's effectiveness, efficiency and responsiveness, this course is the essential route map to business excellence. From the leading expert authors comes a course where the most recognized quality award criteria are used to explore the concepts of business excellence and self-assessment. TQM is a set of management practices throughout the organization, geared to ensure the organization consistently meets or exceeds customer requirements. TQM places strong focus on process measurement and controls as means of continuous improvement.

Course Outline:

- *TQM Principles*
- *Leadership Principles*
- *Leadership Excellence*
- *Business Score Card*
- *Business Excellence*
- *Customer Satisfaction*
- *Supply Chain Management Excellence*
- *Performance Management*

Who Should Attend

- *Managers and supervisors who want to expand their management perspective and anyone who is interested in leadership and organizational excellence, and also involved in the development of quality systems*
- *Business professionals who want to expand their knowledge on Total quality Management and Continuous Process Improvement*

How You Will Benefit

- *Meeting Customer Requirements*
- *Improving your Organization Performance*
- *Reducing Development Cycle Times*
- *Just In Time/Demand Flow Manufacturing*
- *Improvement Teams*
- *Reducing Product and Service Costs*
- *Improving your Organization Business*
- *Improving Administrative Systems Training*

7) Effective Management, Consulting and Leadership Skills for Technology Professionals

Course Description:

Are you ever frustrated by low performers, resistance to change, not being influential enough, too much conflict and not enough teamwork? Technical project teams struggling with client and project issues: Is your client driving you crazy? Scope creeping up on you? Having trouble managing expectations? Can't seem to get system requirements? Uncontrolled delays? They won't listen to you? Improve your performance by increasing your effective leadership skills. This leadership seminar provides numerous avenues for enhancing the qualities of good leadership in you and in your team. This leadership seminar helps you fulfill your potential through effective leadership skills training in areas like: team building, strategic planning, decision making and more. All leadership seminars teach valuable insights, proven to work in a "real world" environment.

Course Outline:

- *Management Skills*
- *Leadership Skills*
- *Consulting Skills*
- *What are Technical Professionals?*
- *Change Management Applied*
- *Managing Yourself*
- *Managing Expectations in Teams*
- *Leading Systems*
- *Strategies for Success*
- *Get your employees to go "above and beyond"*
- *Retain your high performers (and keep them motivated)*
- *Improve (or remove) your low performers and slackers*
- *Inspire your employees to change (and be excited about it)*
- *Get everyone to listen to you (and understand you)*
- *Influence people even when you don't have formal authority*
- *Tackle difficult personalities (like narcissists, dramatics, whiners)*
- *Resolve conflicts and improve teamwork*
- *Hire stars (and avoid hiring failures)*

Who Should Attend

- *IT and technical professionals, including team leaders, managers, directors and others who want to enhance their team-building and leadership skills.*
- *Managers and supervisors who want to expand their management perspective who is interested in leadership and organizational excellence, and also involved in the development of management, leadership and consulting skills*
- *Business professionals who want to expand their knowledge on management, leadership and consulting skills*

How You Will Benefit

- *Develop leadership and team-building skills*
- *Improve your management team's productivity*
- *Keep your team accomplishments in the spotlight*
- *Become a more effective communicator and decision-maker*
- *Win the confidence and trust of prospects by learning as much as possible about their needs*
- *Successfully market on a consultative level, using effective interviewing techniques*

- *Effectively communicate your product/service superiority*
- *Uncover customer resistance and overcome objections*

8) Achieving Organizational Perfection: Continuous Process Improvement Through Six Sigma

Course Description:

We know that customer delight differentiates any company from its competition. And no matter its size — any organization can benefit from an organized approach to process improvement. Lean and Six Sigma need not be complicated or cost-prohibitive. Simple tools, simple questions and common sense enhance customer experience, maximize growth and profitability — regardless of business size and structure. Bottom line: Any business can benefit from the customer-centric focus of Lean and Six Sigma.

Continuous Process Improvement (CPI) is an initiative focused on "continuous process improvement to maximize weapon system readiness while minimizing materiel flows and in-process inventories. The goal is to optimize reliability and cycle time while striking a reasonable balance with costs across the total life cycle value chain, employing: Lean - for eliminating all types of waste; Six Sigma - for optimizing process variation; Theory of Constraints - for alleviating process bottlenecks.

MIT defines lean as "elimination of waste and efficient creation of enterprise value" and includes "optimization of value delivered to all stakeholders and enterprises in value chain. "According to the Lean Aerospace Initiative, "lean thinking is a dynamic, knowledge-driven, customer-focused process by which all individuals within an enterprise - indeed, the enterprise itself - continuously eliminate waste and expense, maximize resources and streamline operations, and create a total enterprise transformation endowed with added value. Lean tools and practices have been consistently shown to help target, identify, define, and implement improvements across a broad spectrum of enterprises."

Six Sigma is a methodology to manage process variations that cause defects and to systematically work towards managing variation to eliminate those defects . Defects are defined as unacceptable deviation from the mean or target. The objective of Six Sigma is to deliver high performance, reliability, and value to the end customer. Six Sigma has now grown beyond defect control.

Course Outline:

- *Examining your organization from a systems perspective*
- *Applying statistical methods*
- *Demonstrating leadership to provide a healthy environment for work, learning and continuous improvement*
- *Adopting a "Systems Perspective"*
- *Basic Decision Making Techniques:
Flow Charts, Brainstorming, Fishbone Diagrams, Data Collection, Pareto Diagrams, Force Field Analysis, The Deming Cycle, Scatter Diagrams, Run Charts and Histograms*
- *Theory of Variation*
- *Transformation Model*
- *Basic Procedure to Improving Any Process*
- *Develop a customer strategy and measures through a sound business architecture*

- *Set goals for breakthrough improvement with a Hoshin plan*
- *Understand your business through process mapping*
- *Execute strategy with experienced resources*

Who Should Attend

- *Managers and supervisors who want to expand their management perspective and anyone who is interested in leadership and organizational excellence, and also involved in the development of quality systems*
- *Business professionals who want to expand their knowledge on Six Sigma and how to put its principles into practice*

How You Will Benefit

- *Work with and understand customer requirements*
- *Enhance the capability of processes to exceed customer expectations*
- *Identify projects and select project team members*
- *Work with sponsors to develop a Six Sigma deployment strategy*
- *Act as an internal consultant*
- *Lead Six Sigma projects*
- *Train/mentor/coach Green Belts and project teams*
- *Act as a catalyst for process improvement*
- *Provide teams with ongoing support and leadership*
- *Report and effectively communicate to a project sponsor*
- *Understand when and how to use Six Sigma tools*
- *Provide feedback to management*

9) Conflict Resolution and Management Through Modern Negotiations and Communication Techniques

Course Description:

Regardless of what business you are in – a large corporation, a small company, or even a home-based business – effective communication skills are essential for success. Negotiating skills are a nonnegotiable requirement for success. But few people understand the structures, techniques and approaches available to them as they seek to positively influence an outcome. Effective negotiation means more than just getting what you want. It means arriving at a solution that satisfies all parties and creates future opportunities. Winning negotiators understand that the means of achieving their own ends lies in the needs of the person on the other side of the table. Conflict is a natural disagreement resulting from individuals or groups that differ in attitudes, beliefs, values or needs. It can also originate from past rivalries and personality differences. Other causes of conflict include trying to negotiate before the timing is right or before needed information is available. Taking this course will help you to develop effective communications skills, improve your people skills and expand your ability to influence and gain commitment from colleagues, subordinates and superiors. Interpersonal skills training will help you cultivate strong workplace communication techniques that produce superior results. The communication and interpersonal skills seminars listed below will equip you to better handle negotiations, respond to conflict and foster teamwork.

Course Outline:

- *Communications skills – an overview*
- *What is conflict?*
- *Communications and conflict*
- *Negotiations: Orchestrate win-win solutions*
- *Strategically anticipate your partner's actions*
- *Strategically secure advantages prior to negotiations*
- *Identify and leverage the best negotiation tool for varying situations*
- *Better understand negotiations in the world market*
- *Train others in your organization to be better negotiators*
- *Win-win and beyond*
- *Competitive Negotiations*
- *Coalition-building, power and fairness*
- *Multiple-issue negotiations*
- *Cross-cultural and international negotiations*
- *Negotiation as value creation*
- *Influence and persuasion*

Who Should Attend

- *Business professionals who want to expand their conflict management skills, understand their own emotions and behaviors when addressing conflict and find productive ways to manage conflict*
- *Managers and supervisors who want to expand their management perspective and anyone who is interested in conflict resolution, and negotiations*

How You Will Benefit

- *Hands-on practice building and leading a team*
- *Maintain team performance during times of change*
- *Manage and resolve team conflict*
- *Develop the skills to manage the day-to-day challenges of team leadership*
- *Gain a new understanding of conflict*
- *Understand your own conflict patterns*
- *Improve your listening and communication skills*
- *Learn to "read" conflicts by developing a "conflict map"*
- *Practice effective methods of intervention and conflict management*

10) Increase Your Business Reputation and Market Shares Through a Culture of Corporate Professional and Personal Ethics

Course Description:

Within the general frame of proposals for an adequate management of business ethics, this paper is based on the vision of corporate culture as a pattern to achieve such purpose. If we consider ethics as a specific value of corporate culture, we may resort to the mechanism of cultural change and implementation in order to manage ethics. Despite the difficulties it entails in terms of time and money investment, this procedure is one of the safest ways to reach ethical values which are known, shared

and then practiced by all the members of a corporation, whatever the category. From this central standpoint, and basing ourselves on our own proposal for the management of culture, we shall describe which specific steps must be taken in order to achieve a set of ethical values which are both realistic and furthermore shared by all collaborators of an organization.

Building a global corporate culture involves recognizing the differences among employees from a variety of nations. But the real key to developing a cohesive global corporation is to find a way to effectively communicate a common set of values and principals consistently across national, cultural and linguistic boundaries. Corporate culture can be looked at as a system. Inputs include feedback from, e.g., society, professions, laws, stories, heroes, values on competition or service, etc. The process is based on our assumptions, values and norms, e.g., our values on money, time, facilities, space and people. Outputs or effects of our culture are, e.g., organizational behaviors, technologies, strategies, image, products, services, appearance, etc.

The next generation of ethics and compliance must focus on how the company's culture creates integrity risks. Does your organization know how to keep its good employees from being pressured to do bad things? Do you demand the best of yourself? Do you take pride in raising the standard of excellence? Are you a world-class problem solver? Can you be a leader and a team player? Are you looking for an opportunity that delivers the best of professional and personal growth?

Course Outline:

- *Corporate Culture*
- *Corporate Values*
- *Corporate Ethics*
- *Personal Ethics versus Professional Ethics*
- *Putting all parts together*
- *Entrepreneurship*
- *Excellence*
- *Integrity*
- *Teamwork*
- *Commitment*
- *“7 Habits”*
- *“Good to Great”*

Who Should Attend

- *Managers and supervisors who want to expand their management perspective and anyone who is interested in corporate culture, values and ethics*
- *Business professionals who want to learn more about corporate culture, values and ethics and how they can affect them*

How You Will Benefit

- *What are your organization culture and values*
- *What are ethics and how do they relate to business conduct?*
- *How do you know if your employees will do the right thing?*
- *Can you measure culture, values and ethics?*
- *Can you provide a list of ethical companies?*

- *How can I find out if a company is ethical?*
- *Learn about the relationship between your company culture, values and ethics and its reputation and customer's loyalty?*

11) Good to Great in a Flat World: Strategic Business Leadership for the 21st Century

Course Description:

Breakthrough performance requires a unique combination of innovative thinking and disciplined follow-through. Strategy & Operations practice works together with senior executives to significantly help improve the performance of their businesses— and to choose the right course of action, fusing together executable strategy, operations, and technology. Some organizations are blessed. They have a certain type of powerful CEO who has the vision and insight to lead a heart-oriented organization. These are not ordinary workplaces. These are places that have the dedication of a CEO and senior executives who desire to make their organizations places for people, creativity, caring for customer and employee, as well as the bottom line. These organizations have outstanding success as their standard.

Course Outline:

- *Yourself and Your Team*
- *Your Organization and Processes*
- *Your Strategies*
- *A Flat World?*
- *From Good to Great*
- *Is your executive team giving you their optimal performance?*
- *Do they need improved mentoring?*
- *Are they effective with their teams?*
- *Does your organization provide the best execution of your strategic plan?*
- *Is your succession plan ready for a successful change?*
- *Is your organization managing change and transitions optimally?*
- *Are your people the best communicators they can be?*
- *Is it satisfying to work at your organization?*
- *Are you having fun, as well as experiencing success?*
- *What are you doing to contribute meaning to your life and that of your team?*
- *What are you doing to help the world?*
- *What are you leaving as your legacy?*

Who Should Attend

- *Managers and supervisors who want to expand their management perspective and anyone who is interested in leadership and organizational excellence, and also involved in the creation and implementation of strategy*
- *Business professionals who want to learn about business trends and how to improve their organization effectiveness*

How You Will Benefit

- *Learn about:*

- *Level 5 Leadership*
- *First Who... Then What*
- *Confront the Brutal Facts*
- *The Hedgehog Concept*
- *A Culture of Discipline*
- *Technology Accelerators*
- *Learn about 21 Century business trends*
- *What is the meaning of World is Flat and how it will impact your organization*
- *Learn how to keep your organization at a competitive level*

12) Current Issues in Leadership – a Global, Inter-Cultural Approach

Course Description:

These days leadership is a popular topic. This seminar presents the latest theories, issues and currents in the area of leadership with an emphasis on globalization, inter-cultural approach. This seminar is about discovering current issues in leadership. The seminar lends itself to facilitators' expertise and issues related to the leadership context of the participants. It is intended to equip participants with "leadership eyes" for evaluating leaders, followers, situations and contextual issues for dynamic leadership within organizations, communities, and nations. In order to optimize your company's performance as well as your own career as an executive, you must be a visionary, a trailblazer, a strategist, a communicator, a coach, a diplomat and a politician. The world's most successful leaders are able to focus on the big picture and uphold high standards while wearing many hats. This seminar, proven-in-action techniques combine with peer interaction and insights from the latest research to help you master the competencies of effective leadership. Discover how to use your power and influence to achieve goal, build alliances across departments, establish strong working relationships...and create passion in your department, your team and your organization. You'll understand what makes a leader, the practices and commitments of effective leadership, how to shape organizational excellence, which global competencies are critical to success today and how to gain personal mastery of your own leadership. And you will profit from the shared insights and experiences of your peers. Being an effective leader involves much more than just getting things done.

Course Outline:

- *Overview of Leadership Theories and Practices*
- *Methods for Discovering Current Issues in Leadership*
- *Global Leadership Issues*
- *Leading in a World of Diversity*
- *Understanding Followers*
- *Understanding the Context of Leadership*
- *Current Situations and Leadership Emergence*
- *Current Issues in Leadership Training and Development*
- *Current Issues in Leadership Transitions*
- *Life Long Career/Life Development*
- *Life-Style Management*
- *Current Issues in Mentoring and Leadership Development*
- *The Issue of Efficiency and Effectiveness in Leadership*
- *Leadership and Decision-Making*
- *Current Issues in Team Building*

- *Leveraging, Networking & Partnership Development*
- *Leadership and the South, Central and Latin America Development Challenges*
- *The Challenge of Leadership Reforms with Respect to Socio, Religious, Political and Economic Development in South, Central and Latin America*
- *Future Perfect Paradigm/The Future Search Concept*
- *Characteristics of Leaders who Finish Well.*
- *How to drive change in the workplace by applying actions that address employee doubts*
- *Applying the concepts of manager vs. leader roles*
- *How to identify and assess your personal behavioral preferences*
- *Promoting organizational vision and values through ethical leadership behaviors*
- *Forming "virtual partnerships" in the work environment*
- *Performing a situation analysis of various work units to align the organization*
- *Applying leadership concepts in a simulated business case*
- *Developing a plan for action*

Who Should Attend

- *Managers and supervisors who want to expand their management perspective and anyone who is interested in leadership and organizational excellence, and also involved in the creation and implementation of strategy*
- *Mid-level managers or executives who lead others with managerial responsibility. It will benefit executives who require strong decision-making skills and the ability to lead and motivate others.*

How You Will Benefit

- *Get current with the latest trends in leadership area*
- *Understand the global impact on leadership*
- *Appreciate the inter-cultural dimension of today's leadership*
- *Build a leadership style that creates trust, sets a clear vision and guides your entire team toward greater performance and profit*
- *Gain insights into the key skills and techniques you need to create a winning strategy*
- *Learn what real "coaching" consists of and how to build an extraordinary team that works together to deliver results*
- *Develop heightened "emotional intelligence" for greater professional achievement and satisfaction*
- *Identify the characteristics of effective leaders and the most common saboteur*
- *Develop an executive leadership style that adapts to the on and situation*
- *Develop an executive leadership style that adapts to the person and situation*
- *Improve performance through empowerment and effective delegation*
- *Clearly communicate mission, vision and value statements*
- *Build a cohesive unit that performs well in all situations*
- *Continue your growth as a leader through a self-development plan*