

€ TRAINING

Essential Skills for New Managers and Supervisors



2 - 6 September 2024
Cambridge (UK)



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REF: M75 DATE: 2 - 6 September 2024 Venue: Cambridge (UK) - Fee: 5830 Euro

Introduction:

This training program focuses on equipping recently appointed managers and supervisors with the fundamental skills necessary for their roles. By mastering these essential skills, new managers and supervisors can confidently navigate their responsibilities and contribute to organizational success.

Program Objectives:

At the end of this program, the participants will be able to:

- Demonstrate effective communication techniques for engaging with team members, peers, and superiors.
- Implement leadership strategies to inspire and motivate teams towards achieving organizational goals.
- Utilize conflict resolution skills to address and mitigate workplace disputes and challenges.
- Develop strategies for setting clear expectations and goals for their teams.
- Apply time management techniques to prioritize tasks and optimize productivity.
- Implement feedback mechanisms to foster continuous improvement and development within their teams.
- Demonstrate an understanding of basic financial and operational concepts relevant to their managerial roles.

Targeted Audience:

- New managers recently appointed to supervisory roles.
- Supervisors transitioning into management positions.
- Employees aspiring to become effective managers or supervisors within their organizations.
- Teams or departments seeking to develop cohesive and capable leadership within their ranks.
- Organizations aiming to invest in the professional development of their emerging managerial talent.

Program Outlines:

Unit 1:

Effective PR Campaigns:

- Welcome and introduction.
- Perceptions of PR among senior managers.
- The global information village.
- Putting a cash value on reputation and the PR that builds it.
- PR campaigns - their use and their risks.
- Case study examples - what works and what does not.
- Practical example - tackling a business challenge.
- An introduction to evaluation.

Unit 2:

A Problem-Solving Approach to Campaigns:

- Brand, identity, and image, the basis of reputation.
- Assessing your reputation and the use of the "gap" analysis.
- The origins of PR and its foundations in the social sciences.
- Business strategy and problem identification.
- Problem-solving methods - choosing the right one.
- Problem analysis - desk research, stakeholder analysis, PEST, and SWOT.
- Setting measurable objectives.
- Force field analysis and risk identification.

Unit 3:

Planning and Costing Campaigns:

- Identifying the stages of the campaign and decision points.
- Preparing an effective schedule - critical path analysis.
- Critical path analysis.
- Costing the plan and preparing a budget.
- Anticipating risk and planning to meet it.

- Practice case-studies.
- Identifying stakeholders and their role in relation to the campaign.
- Co-ordinating campaign elements across stakeholder groups.

Unit 4:

Channels, Delivery, and Evaluation:

- From strategy to tactics.
- Environmental scanning.
- Developing a media relations plan and Crisis media relations.
- Principles of evaluation.
- Research tools and methods.
- Channel effectiveness and use of media.
- Social media and tools.
- Using influencer strategies to multiply effectiveness.

Unit 5:

Putting it all together - Effective Delivery in Your Organisation:

- A risk-management approach.
- Dealing with contingencies.
- Winning support - selling ideas to others in the business.
- Presenting your case to senior management.
- Reading body language and other signals.
- Integrating your campaign into your own media and company reporting.
- Ensuring that results are seen and credited.
- Personal action planning.