



● BUSINESS ADVISORY SERVICES ● TRAINING ● MARKETING RESEARCH



# 2025 IN COUNTRY TRAINING PROGRAMS

*Committed to Delivering Programmes that add Value to Both Individual and Company*

# CBM Consult 2025 Quarterly Training Programmes

## First (1st) Quarter Training Programmes

| Course  | Date   | Fee (GH¢) | Venue  |
|---|--|-----------|--|
| <b>February 2025</b>  |  |           |  |
| Defensive Driving for Improved Productivity   | 13 <sup>th</sup> – 14 <sup>th</sup> February | 1,700.00  | CSIR Headoffice Conference Hall, AgSSIP Block. |
| Professional Telephone and Reception Skills - How to enhance the face of your Company         | 17 <sup>th</sup> – 18 <sup>th</sup> February | 1,700.00  | Dr. Frempong Conference Room, STEPRI           |
| Records Management – Organizing and Maintaining Company Records and Filing System Effectively | 19 <sup>th</sup> – 21 <sup>st</sup> February | 2,700.00  | Dr. Frempong Conference Room, STEPRI           |
| Work Ethics and the Professional Driver   | 28 <sup>th</sup> February                    | 850.00    | CSIR Headoffice Conference Hall, AgSSIP Block. |
| <b>March 2025</b>   |  |           |  |
| Effective Organization, Planning and Time Management  | 3 <sup>rd</sup> – 4 <sup>th</sup> March      | 1,700.00  | Dr. Frempong Conference Room, STEPRI           |
| Leadership and Innovative Management Skills for Women Leaders                                 | 10 <sup>th</sup> – 12 <sup>th</sup> March    | 3,650.00  | Coconut Groove Hotel                           |
| The Driver and the Management of Stress and Fatigue   | 13 <sup>th</sup> – 14 <sup>th</sup> March    | 1,700.00  | CSIR Headoffice Conference Hall, AgSSIP Block. |
| Effective Communication and Report Writing Skills for Supervisors and Managers                | 17 <sup>th</sup> – 19 <sup>th</sup> March    | 2,950.00  | Dr. Frempong Conference Room, STEPRI           |
| Managing Office Supplies Inventory  | 20 <sup>th</sup> – 21 <sup>st</sup> March    | 1,800.00  | Dr. Frempong Conference Room, STEPRI           |
| Effective Management Skills for Supervisors and Newly Appointed Managers                      | 24 <sup>th</sup> – 27 <sup>th</sup> March    | 3,800.00  | Dr. Frempong Conference Room, STEPRI           |
| Effective Procurement and Supply Chain Management   | 26 <sup>th</sup> – 28 <sup>th</sup> March    | 3,650.00  | Miklin Hotel                                   |

## Second (2<sup>nd</sup>) Quarter Training Programmes

| Course  | Date                                      | Fee (GH¢) | Venue   |
|---|---|-----------|---|
| <b>April 2025</b>   |   |           |   |
| Successful Negotiation, Lobbying and Influencing Skills   | 1 <sup>st</sup> – 3 <sup>rd</sup> April   | 3,650.00  | Central Hotel                                 |
| Work Ethics and the Professional Driver   | 4 <sup>th</sup> April                     | 850.00    | CSIR Headoffice Conference Hall, AgSSIP Block |
| Inspirational Leadership and Team Building Skills   | 7 <sup>th</sup> – 9 <sup>th</sup> April   | 3,650.00  | Central Hotel                                 |
| Defensive Driving for Improved Productivity   | 10 <sup>th</sup> – 11 <sup>th</sup> April | 1,700.00  | CSIR Headoffice Conference Hall, AgSSIP Block |
| Office Management and Effective Administration Skills for Administration Professionals                | 14 <sup>th</sup> – 16 <sup>th</sup> April | 2,700.00  | Dr. Frempong Conference Room, STEPRI          |
| The Professional Driver and Driving Safety in Different Driving Environments and Weather Conditions   | 24 <sup>th</sup> – 25 <sup>th</sup> April | 1,700.00  | CSIR Headoffice Conference Hall, AgSSIP Block |
| <b>May 2025</b>   |   |           |   |
| Effective Leadership and People Management Skills   | 5 <sup>th</sup> – 8 <sup>th</sup> May     | 4,500.00  | Coconut Groove Hotel                          |
| Facilities Management   | 7 <sup>th</sup> – 9 <sup>th</sup> May     | 2,850.00  | Dr. Frempong Conference Room, STEPRI          |
| Team Building Skills for Managers and Supervisors   | 12 <sup>th</sup> – 14 <sup>th</sup> May   | 3,650.00  | Coconut Groove Hotel                          |
| The Driver and the Management of Stress and Fatigue   | 14 <sup>th</sup> – 15 <sup>th</sup> May   | 1,700.00  | CSIR Headoffice Conference Hall, AgSSIP Block |
| Effective Warehouse Management- Design, Techniques and Operations                                     | 14 <sup>th</sup> – 16 <sup>th</sup> May   | 2,850.00  | Dr. Frempong Conference Room, STEPRI          |
| Advanced Management Skills for Modern Managers  | 20 <sup>th</sup> – 23 <sup>rd</sup> May   | 4,500.00  | Central Hotel                                 |
| Effective Customer Experience Management (CXM)  | 26 <sup>th</sup> – 28 <sup>th</sup> May   | 3,650.00  | Coconut Groove Hotel                          |
| Defensive Driving for Improved Productivity   | 29 <sup>th</sup> – 30 <sup>th</sup> May   | 1,700.00  | CSIR Headoffice Conference Hall, AgSSIP Block |
| <b>June 2025</b>  |   |           |   |
| Manpower Succession and Planning - The Challenges of Leadership Transition                            | 2 <sup>nd</sup> – 4 <sup>th</sup> June    | 3,650.00  | MJ Grand Hotel                                |
| Professionally Driving Corporate Executives and VIPs  | 5 <sup>th</sup> – 6 <sup>th</sup> June    | 1,700.00  | CSIR Headoffice Conference Hall, AgSSIP Block |
| Proactive Defensive Driving Course  | 12 <sup>th</sup> – 13 <sup>th</sup> June  | 1,700.00  | CSIR Headoffice Conference Hall, AgSSIP Block |
| Effective Supervisory Skills  | 16 <sup>th</sup> – 18 <sup>th</sup> June  | 3,650.00  | Central Hotel                                 |
| Inventory Management Best Practices   | 18 <sup>th</sup> – 20 <sup>th</sup> June  | 2,850.00  | Dr. Frempong Conference Room, STEPRI          |
| Office Skills Development for Executive Assistants, Administration Assistants and Personal Assistants | 23 <sup>rd</sup> – 25 <sup>th</sup> June  | 2,650.00  | Dr. Frempong Conference Room, STEPRI          |
| Work Ethics and the Professional Driver   | 26 <sup>th</sup> June                     | 850.00    | CSIR Headoffice Conference Hall, AgSSIP Block |

\* Fee covers meals, tuition, all written materials and certificates. It excludes NHIL and other levies. Details of the programmes can be found at [www.cbmconsultltd.com](http://www.cbmconsultltd.com)

\* Tentative Venues

# CBM Consult 2025 Quarterly Training Programmes

## Third (3<sup>rd</sup>) Quarter Training Programmes

| Course   | Date<br><i>July 2025</i>                      | Fee (GH₵) | Venue                                  |
|--|---|-----------|--|
| Leveraging Artificial Intelligence (AI) in Leadership, Decision-Making and Policy Formulation                          | 2 <sup>nd</sup> – 5 <sup>th</sup> July        | 17,950.00 | Peduaase Valley Resort                 |
| Providing World Class Customer Service   | 9 <sup>th</sup> – 11 <sup>th</sup> July       | 2,750.00  | Dr. Frempong's Conference Room, STEPRI |
| Multitasking, Prioritizing and Dealing More with your Time   | 14 <sup>th</sup> – 16 <sup>th</sup> July      | 2,850.00  | Dr. Frempong's Conference Room, STEPRI |
| Effective Leadership and People Management Skills  | 16 <sup>th</sup> – 18 <sup>th</sup> July      | 4,500.00  | Coconut Groove Hotel                   |
| Championing a Culture of Mental Health and Well-being at the Workplace-The Role of the 21 <sup>st</sup> Century Leader | 23 <sup>rd</sup> – 25 <sup>th</sup> July      | 3,650.00  | Central Hotel                          |
| Managing Office Supplies Inventory   | 28 <sup>th</sup> – 29 <sup>th</sup> July      | 1,800.00  | Dr. Frempong Conference Room, STEPRI   |
| <b>August 2025</b>   |   |           |  |
| Team Building Skills for Managers and Supervisors  | 6 <sup>th</sup> – 8 <sup>th</sup> August      | 3,650.00  | Coconut Groove Hotel                   |
| Records Management - Organizing and Maintaining Company Records and Filing System Effectively                          | 11 <sup>th</sup> – 13 <sup>th</sup> August    | 2,950.00  | Dr. Frempong Conference Room, STEPRI   |
| Effective Communication and Report Writing Skills for Supervisors and Managers   | 13 <sup>th</sup> – 15 <sup>th</sup> August    | 2,950.00  | Dr. Frempong Conference Room, STEPRI   |
| Effective Leadership and Managerial Skills   | 18 <sup>th</sup> – 21 <sup>st</sup> August    | 4,500.00  | Coconut Groove Hotel                   |
| Facilities Management  | 20 <sup>th</sup> – 22 <sup>nd</sup> August    | 2,850.00  | Dr. Frempong Conference Room, STEPRI   |
| Effective Warehouse Management-Design, Techniques and Operations   | 25 <sup>th</sup> – 27 <sup>th</sup> August    | 2,850.00  | Dr. Frempong Conference Room, STEPRI   |
| <b>September 2025</b>  |   |           |  |
| Advanced Management Skills for Modern Managers   | 2 <sup>nd</sup> – 5 <sup>th</sup> September   | 4,500.00  | Central Hotel                          |
| Defensive Driving for Improved Productivity  | 8 <sup>th</sup> – 9 <sup>th</sup> September   | 1,700.00  | CSIR Headoffice Conference room        |
| Inventory Management Best Practices  | 10 <sup>th</sup> – 12 <sup>th</sup> September | 2,850.00  | Dr. Frempong Conference Room, STEPRI   |
| Effective Customer Experience Management (CXM)   | 15 <sup>th</sup> – 17 <sup>th</sup> September | 3,650.00  | Coconut Groove Hotel                   |
| Championing a Culture of Mental Health and Well-being at the Workplace-The Role of the 21 <sup>st</sup> Century Leader | 24 <sup>th</sup> – 26 <sup>th</sup> September | 3,650.00  | Central Hotel                          |

## Fourth (4<sup>th</sup>) Quarter Training Programmes

| Course  | Date<br><i>October 2025</i>                  | Fee (GH₵) | Venue  |
|---|--|-----------|--|
| Multitasking, Prioritizing and Dealing with Procrastination to Achieve More with your Time    | 6 <sup>th</sup> – 8 <sup>th</sup> October    | 2,850.00  | Dr. Frempong Conference Room, STEPRI           |
| Successful Negotiation, Lobbying and Influencing Skills                                       | 8 <sup>th</sup> – 10 <sup>th</sup> October   | 3,650.00  | Central Hotel                                  |
| Leveraging Artificial Intelligence (AI) in Leadership, Decision-Making and Policy Formulation | 15 <sup>th</sup> – 18 <sup>th</sup> October  | 17,950.00 | Peduaase Valley Resort                         |
| The Driver and the Management of Stress and Fatigue   | 23 <sup>rd</sup> – 24 <sup>th</sup> October  | 1,700.00  | CSIR Headoffice Conference Hall, AgSSIP Block. |
| <b>November 2025</b>  |  |           |  |
| Providing World Class Customer Service  | 3 <sup>rd</sup> – 5 <sup>th</sup> November   | 2,750.00  | Dr. Frempong Conference Room, STEPRI           |
| Work Ethics and the Professional Driver   | 7 <sup>th</sup> November                     | 850.00    | CSIR Headoffice Conference Hall, AgSSIP Block. |
| Effective Communication and Report Writing Skills for Supervisors and Managers                | 12 <sup>th</sup> – 14 <sup>th</sup> November | 2,950.00  | Dr. Frempong Conference Room, STEPRI           |
| Leadership and Innovative Management Skills for Women Leaders                                 | 19 <sup>th</sup> – 21 <sup>st</sup> November | 3,650.00  | Coconut Groove Hotel                           |

\* Fee covers meals, tuition, all written materials and certificates. It excludes NHIL and other levies. Details of the programmes can be found at [www.cbmconsultltd.com](http://www.cbmconsultltd.com)  
 \* Tentative Venues

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Group Picture of Participants



## COMPANY PROFILE

CBM Consult Ltd is a management and marketing communication consulting firm specializing in customer-based business issues and helping clients devise strategies and plans for strengthening their customer relationships. CBM Consult offers *business advisory services*, - (SME Start-Up Consulting, Business Feasibility Studies, Business Plan Development, Marketing Plan Development, Competitor Intelligence Analysis and Human Resources and Staffing), *training* and *research* in management, marketing, sales and customer managed relationships to organizations to enable them achieve an enhanced corporate image, strong brands and an effective way to conduct their business.

In order to maintain our boutique style image, our service is customized, responsive, timely and personal.

The company is headed by Theophilus O. Appah a pioneer Chartered Marketer and former Vice-President of the Chartered Institute of Marketing, Ghana. Holding an MBA, he has extensive Marketing, Sales and Strategic Management experience. He is ably supported by a team of Associate Consultants with qualifications ranging from Masters and Doctorate Degrees to professional qualifications and dedicated employees who are creative and very involved in the strategic direction of the business.

CBM Consult offers a comprehensive selection of courses in Management, Marketing and Customer Relationship Management, Personal Development, Logistics, Accounting, Financial Management, Occupational Safety and Health, Environmental Management and Sales Management designed for both open house and in-company presentation.



A discussion session during a training session

**Several organizations had sponsored their staff to attend either our open or in-house programmes some of the organization are:**

- ❖ Ghana Commercial Bank Ltd,
- ❖ Donewell Insurance Co. Ltd,
- ❖ Ghana Supply Company Ltd,
- ❖ Coca Cola Bottling Co. Ltd./T.C.C.B.C.G. Ltd,
- ❖ Agricultural Development Bank,
- ❖ PHC Motors Ltd,
- ❖ Ghana Ports and Harbours Authority,
- ❖ Ghana Heavy Equipment Ltd,
- ❖ State Insurance Company,
- ❖ Central Medical Stores (MOH),
- ❖ Atlas Copco Ghana Ltd,
- ❖ Electricity Company of Ghana,
- ❖ Aluworks, Aviance Ltd,
- ❖ Silver Star Auto Ltd,
- ❖ Starline Travel & Tours,
- ❖ Maersk Gh. Ltd,
- ❖ Ashanti Foam Ltd,
- ❖ CDH Insurance Company Ltd.
- ❖ Prudential Bank Ltd,
- ❖ Duraplast Ltd,
- ❖ Ghana Post Company Ltd,
- ❖ Enterprise Insurance Co. Ltd,
- ❖ Nexans Kabelmetal Ltd,
- ❖ Multi-Tech Services Ltd,
- ❖ Ghana Cocoa Board,
- ❖ Air Liquide, Auto Parts Ltd.,
- ❖ MTN,
- ❖ National Communications Authority,
- ❖ Department of Urban Roads,
- ❖ State Housing Company,
- ❖ Berock Ventures,
- ❖ Interplast,
- ❖ HFC Bank Ltd.,
- ❖ Ministry of Harbours & Railways,
- ❖ Public Utilities & Regulatory Commission,
- ❖ Ghana Reinsurance,
- ❖ Ghana Free Zones Board,
- ❖ Phyto-Riker Pharmaceutical Co. Ltd,
- ❖ Kinapharma,
- ❖ Ghana Aluminium Co.,
- ❖ Expert Travel & Tours,
- ❖ Enterprise Life Assurance Co.,
- ❖ Ghana National Commission on Children,
- ❖ Ministry of Health,
- ❖ Stanbic Bank,
- ❖ Ministry of Energy,
- ❖ Precious Minerals Marketing Co.,
- ❖ StarLife,
- ❖ Produce Buying Co. Ltd.,
- ❖ GETFUND, Star Assurance Co. Ltd.,
- ❖ Toyota Gh Ltd.,
- ❖ Yara Co. Ltd,
- ❖ National Malaria Control Programme,
- ❖ V Mobile,
- ❖ Ministry of Education,
- ❖ Ministry of Parliamentary Affairs,
- ❖ Nestle Ghana Ltd.,
- ❖ Department of Feeder Roads,
- ❖ Forestry Commission,
- ❖ Dep. of Health,
- ❖ National Catholic Secretariat,
- ❖ Christian Health Association of Ghana,
- ❖ Labadi Beach Hotel,
- ❖ Safebond Company Limited,
- ❖ Royal Danish Embassy,
- ❖ Process & Plants,
- ❖ Public Procurement Authority,
- ❖ Telligent Wireless,
- ❖ National Petroleum Authority,
- ❖ Cocoa Marketing Company,
- ❖ Controller and Accountant General Department,
- ❖ Ghana Education Service,
- ❖ European Union,
- ❖ Tema Oil Refinery,
- ❖ Intercity STC Coaches Co. Ltd.
- ❖ National Insurance Commission,
- ❖ Galaxy Oil (Gh) Limited,
- ❖ GIHOC Distilleries,
- ❖ Asona Enterprise,
- ❖ Chemico,
- ❖ SSNIT,
- ❖ Eximguaranty,
- ❖ UniControl Commodity (Gh),
- ❖ Star Oil,
- ❖ GridCo,
- ❖ PW Ghana,
- ❖ Prestea Sankofa Gold,
- ❖ Universal Merchant Bank,
- ❖ Graphic Communication Group,
- ❖ Regimanuel Gray Co. Ltd.,
- ❖ UniBank,
- ❖ Bond Financial Services,
- ❖ Tema Lube Oil,
- ❖ Equity Focus,
- ❖ Bank of Africa,
- ❖ Desjoyaux Gh. Ltd.,
- ❖ CWT Commodities,
- ❖ SIC Life,
- ❖ La Palm Royal Beach Hotel,
- ❖ J A PlantPool,
- ❖ Equity Assurance,
- ❖ Quality Control,
- ❖ Ederick Gh Ltd,
- ❖ Zenith Bank,
- ❖ Japan Motors,
- ❖ NIB,
- ❖ Champion Oil Gh Ltd,
- ❖ SIC life Ghana.,
- ❖ National Lottery Authority,
- ❖ Pioneer Food Cannery,
- ❖ Ideal Finance,
- ❖ VRA,
- ❖ Ghana Audit Service,
- ❖ Midlands Savings and Loans,
- ❖ Lands Commission,
- ❖ Ghana Home Loans,
- ❖ Danadams Pharmaceuticals ,
- ❖ EDAIF,
- ❖ Ghana Aids Commission,
- ❖ Ernest Chemist,
- ❖ L'Oreal,
- ❖ Finatrade Group,
- ❖ Pasico Ghana Limited,
- ❖ Forms Capital,
- ❖ Miniplast Limited,
- ❖ Quality Insurance Co. Ltd,
- ❖ Chrisline Financial Services,
- ❖ ETG-Ghana,
- ❖ Blue Skies Takoradi International Company,
- ❖ Tema Development Corporation,
- ❖ Opportunities International Savings and Loans,
- ❖ Metropolitan Insurance,
- ❖ Global Communities,
- ❖ Millicom Ghana Ltd,
- ❖ Frontline Capital Advisors Ltd,
- ❖ DHL Global Forwarding,
- ❖ Bank of Ghana,
- ❖ GHIPSS,
- ❖ Kosmos Energy,
- ❖ Allied Oil,
- ❖ Universal Hospital and many more.

*Several In-House programs organized from 2011 for several organization are as follows:*

1. ***“Work Ethics and the Professional Driver -”*** Organised for drivers of Ghana Cocoa Board on 5<sup>th</sup> December 2024
2. ***“Effective Organization, Planning and Time Management”*** Organised for managers of ARB Apex Bank from November 7<sup>th</sup> -8<sup>th</sup> 2024
3. ***“Effective Management Skills for Supervisors and Newly Appointed Managers”*** Organised for managers of ARB Apex Bank from October 28<sup>th</sup> -31<sup>st</sup> 2024
4. ***“Results-Based Leadership for Increased Productivity”*** Organised for managers of National Communication Authority from October 21<sup>st</sup> – 24<sup>th</sup>, 2024.
5. ***“Ethics, Transparency, Conflict of Interest and Anti-Fraud”*** Organised for all staff of the European Union Delegation to Ghana from June 5<sup>th</sup> -20<sup>th</sup> 2024
6. ***“Leadership and Innovation Management Skills for Women Leaders”*** Organised for managers of Cocoa Marketing Company from November 27<sup>th</sup> -29<sup>th</sup> 2023
7. ***“Attitudinal Change and Defensive Driving Course”*** Organised for drivers of SIC Life Insurance on 25<sup>th</sup> November 2023
8. ***“Office Management and Effective Administration Skills for Administration Professionals”*** Organised for staff of Cocoa Marketing Company from November 13<sup>th</sup> -15<sup>th</sup> 2023
9. ***“Inspirational Leadership and Team Building Skills”*** Organised for Directors of Controller and Accountant General Department from November 7<sup>th</sup> -8<sup>th</sup> 2023
10. ***“Effective Leadership and People Management Skills for Managers”*** Organised for Regional Managers of Public Utilities Regulatory Commission (PURC) from 4<sup>th</sup> -8<sup>th</sup> September 2023 **(Virtual)**
11. ***“Delivering World Class Client Service to Win and Keep Customers”*** Organised for staff of Public Utilities Regulatory Commission (PURC) from 23<sup>rd</sup>-27<sup>th</sup> August 2021**(Virtual)**
12. ***“Communications, Report Writing and Time Management”*** Organised for staff of the Parliamentary Service of Ghana, Office of Parliament from 28<sup>th</sup>-30<sup>th</sup> December 2022
13. ***“Records and Office Management”*** Organised for staff of the Parliamentary Service of Ghana, Office of Parliament from 27<sup>th</sup>-28<sup>th</sup> August 2022
14. ***“Administrative Skills and Preparedness for Higher Responsibilities”*** Organised for staff of the Parliamentary Service of Ghana, Office of Parliament from 14<sup>th</sup>-15<sup>th</sup> August 2022
15. ***“Proactive Defensive Driving Course”*** Organised for staff of KOSMOS Innovation Centre on June 2<sup>nd</sup> 2022
16. ***“Effective Leadership and Supervisory Skills”*** Organised for staff of Japan Motors from 11<sup>th</sup> -13<sup>th</sup> November 2021 **(Combined Virtual and Face to Face)**
17. ***“Office Management and Effective Administration Skills for Administration Professionals”*** Organised for staff of Public Utilities Regulatory Commission (PURC) from 23<sup>rd</sup>-27<sup>th</sup> August 2021
18. ***“Building a Client Focused Culture to Deliver World Class Client Service”*** Organised for staff of National Insurance Commission (NIC) from 26<sup>th</sup>-27<sup>th</sup> July 2021
19. ***“Proactive Defensive Driving Course”*** Organised for drivers of Public Utilities Regulatory Commission(PURC) from 16<sup>th</sup>-22<sup>nd</sup> June 2021
20. ***“Advanced Management Skills for Modern Managers ”*** Organised for staff of Public Utilities Regulatory Commission(PURC) from 8<sup>th</sup> -11<sup>th</sup> June 2021
21. ***“Developing Your Emotional Intelligence to Provide Excellent Customer Service”*** Organised for staff of Public Utilities Regulatory Commission(PURC) from 5<sup>th</sup>-7<sup>th</sup> May 2021
22. ***“Effective Communications and Report Writing Skills”*** – Organised for staff of National Insurance Commission from 1<sup>st</sup> – 2<sup>nd</sup> February, 2021.
23. ***“Advanced Management Skills for Modern Managers ”*** Organised for staff of Bank of Ghana(BoG) from 29<sup>th</sup> September -2<sup>nd</sup> October 2020
24. ***“Effective Leadership and Supervisory Skills”*** Organised for staff of Bank of Ghana(BoG) from 24<sup>th</sup>- 27<sup>th</sup> September 2020
25. ***“Building a Positive Work Attitude to Provide Superior Customer Service”*** Organised for staff of Bank of Ghana(BoG) from 14<sup>th</sup>- 15<sup>th</sup> September 2020



26. ***“Professional Telephone and Reception Skills - How to enhance the face of your company”***  
Organised for two batches of staff of Bank of Ghana(BoG) on 7<sup>th</sup>-8<sup>th</sup> September 2020 and 10<sup>th</sup>-11<sup>th</sup> September 2020
27. ***“Preparing for Retirement”***- Organised for staff of Eximbank, Ghana on 23<sup>rd</sup> July, 2020.
28. ***“Microsoft Outlook 2010 Advanced Training Course”*** -Organised for staff of the European Union from 28<sup>th</sup> -31<sup>st</sup> January, 2020.
29. ***Inventory Management Best Practices”*** – Organised for two (2) batches of Stores and Purchasing Officers of Ghana Ports and Harbours Authority from 5<sup>th</sup> – 7<sup>th</sup> and 12<sup>th</sup> – 14<sup>th</sup> February, 2019.
30. ***“Management Retreat Program for Staff of National Pensions Regulatory Authority”***- Organised for staff of NPRA on 28<sup>th</sup> November 2019
31. ***Effective Leadership and Supervisory Skills”*** – Organised for three (3) batches of Supervisors of Aviance Ghana Ltd. from 15<sup>th</sup> – 24<sup>th</sup> October, 2018.
32. ***“Effective Leadership and Management Skills”*** – Organised for Management Staff of Aviance Ghana Ltd. on 13<sup>th</sup> October, 2018.
33. ***“Effective Leadership and Management Skills”*** – Organised for top management staff of the Controller and Accountant General Department from 24<sup>th</sup> – 27<sup>th</sup> July, 2018.
34. ***“Effective Communication Skills”***- Organised for staff of the Benefits Department of SSNIT on 7<sup>th</sup> December, 2018.
35. ***“Effective Appraisal Skills for Supervisors and Managers”*** – Organised for two batches of staff of the Ghana Ports and Habours Authority from 12<sup>th</sup> – 14<sup>th</sup> and 18<sup>th</sup> – 20<sup>th</sup> September, 2017.
36. ***“The Drive/Rider and the Law”***- Organized for the staff of KOSMOS Energy from 25<sup>th</sup> - 26<sup>th</sup> May 2017
37. ***“Effective Leadership and Supervisory Skills”***- Organized for the staff of Star Life Assurance from 18<sup>th</sup> – 19<sup>th</sup> May 2017.
38. ***“Vehicle Inspection, Maintenance and Tyre Management”***- Organized for the staff of KOSMOS Energy from 5<sup>th</sup> - 6<sup>th</sup> May 2017’
39. ***Defensive Driving and Positive Work Ethics to Improve Productivity’*** Organised for staff of Ghana Reinsurance from 11<sup>th</sup> – 12<sup>th</sup> April 2017.
40. ***“Effective Report Writing Skills for Managers and Supervisors”*** – Organised for two batches of senior staff of the Bank of Ghana from 7<sup>th</sup> – 9<sup>th</sup> and 21<sup>st</sup>-23<sup>rd</sup> November, 2016.
41. ***“Effective Teambuilding Skills”*** -” – Organised for two batches of senior staff and Directors of the Ghana Civil Aviation Authority from 15<sup>th</sup> – 17<sup>th</sup> and 28<sup>th</sup>-30<sup>th</sup> July, 2016
42. ***“Essential People Management Skills”*** -” – Organised for staff of Kosmos Energy from 29<sup>th</sup> – 30<sup>th</sup> April, 2016.
43. ***“Developing Positive Attitudes to Deliver Legendary Customer Service”*** Organised for staff of Precious Minerals Marketing Company on 3<sup>rd</sup> October 2015
44. ***“Effective Appraisal Skills for Supervisors and Managers”*** – Organised for the staff of the Ghana Ports and Habours Authority from 25<sup>th</sup> – 26<sup>th</sup> August, 2015.
45. ***“Effective Management and Supervisory Skills for newly appointed Supervisors and Managers”*** – Organised for the staff of PBC Ltd. from 18<sup>th</sup> – 21<sup>st</sup> August, 2015.
46. ***‘Positive Work Ethics to Improve Productivity’***– Organised for the staff of Kosmos Energy from 27<sup>th</sup> – 28<sup>th</sup> February, 2015
47. ***“Effective Report Writing and Presentation Skills for Managers”*** – Organised for the staff of the National Lotteries Authority from 2<sup>nd</sup> – 4<sup>th</sup> December, 2014.
48. ***“Effective Customer Care”*** – Organised for the staff of Ministry of Youth and Sports on 14<sup>th</sup> October, 2014.
49. ***“Good Corporate Governance”*** – Organised for the National Executive Committee members of TEWU from 11<sup>th</sup> – 13<sup>th</sup> August, 2014.
50. ***“Effective Report Writing and Presentation Skills for Supervisors and Managers”*** – Organised for the staff of the National Lotteries Authority from 29<sup>th</sup> – 31<sup>st</sup> July, 2014.



51. ***“Professional Telephone and Reception Skills – How to Enhance the Face of Your Organization”*** – Organised for the staff of Ghana Rubber Estates Ltd from 23<sup>rd</sup> – 24<sup>th</sup> July, 2014.
52. ***“Effective Management Skills”*** – Organised for the staff of Ghana Civil Aviation Authority from 16<sup>th</sup> – 17<sup>th</sup> April, 2014.
53. ***“Inspirational Leadership and Team Building Skills to Achieve Union Growth and Success”*** – Organised for the Management Committee members of TEWU from 15<sup>th</sup> – 16<sup>th</sup> April, 2014.
54. ***“Office Management and Effective Administration Skills for Administration Professionals”***- Organised for the staff of Berock Ventures on 29<sup>th</sup> March, 5<sup>th</sup> and 12<sup>th</sup> April, 2014.
55. ***“Effective Appraisal Skills for Managers”*** – Organised for the staff of SIC Life Trust Finance Ltd from 20<sup>th</sup> – 21<sup>st</sup> March, 2014.
56. ***“Essential Management Skills for Senior Secretaries”*** – Organized for the staff of Ministry of Youth and Sports from 7<sup>th</sup> – 8<sup>th</sup> November, 2013.
57. ***“Key Accounts Management and Effective Selling to Corporate Customers”*** – Organized for the staff of Metropolitan Insurance from 15<sup>th</sup> – 16<sup>th</sup> August, 2013.
58. ***“Effective Report Writing and Presentation Skills for Supervisors and Managers”*** – Organized for the staff of Ghana Ports and Harbours Authority, Tema Port, from 15<sup>th</sup> – 17<sup>th</sup> July, 2013.
59. ***“Providing Call Center Customer Service Excellence”*** - Organized for the staff of TIGO from 13<sup>th</sup> – 14<sup>th</sup> and on 15<sup>th</sup> - 17<sup>th</sup> June, 2013.
60. ***“Stock Control and Management”*** – Organized for the staff of Coca Cola Bottling Co. Ltd on 6<sup>th</sup> June, 2013.
61. ***“Effective Management Skills for Supervisors and Newly Appointed Managers”*** – Organized for the staff of Moevenpick Hotel from 17<sup>th</sup> – 18<sup>th</sup> April, 2013.
62. ***“Effective Stores and Inventory Management”*** – Organized for the staff of Coca Cola Bottling Co. Ltd on 9<sup>th</sup> April, 2013.
63. ***“Office Management and Effective Administration Skills for Administration Professionals”***- Organized for the Staff of the National Lotteries Authority (NLA) from 11<sup>th</sup> – 13<sup>th</sup> March, 2013.
64. ***“Effective Leadership and Supervisory Skills”*** - Organized for the staff of Social Security and National Insurance Trust (SSNIT) from 18<sup>th</sup> -21<sup>st</sup> and 25<sup>th</sup> – 28<sup>th</sup> February, 2013.
65. ***“Occupational Health and Safety at the Warehouse”***- Organized for the staff of CCTC on 2<sup>nd</sup> February, 2013.
66. ***“Records Management – Good Record Keeping Skills”*** – Organized for staff of Nestle Ghana Ltd. from 3<sup>rd</sup> – 5<sup>th</sup> December 2012.
67. ***“Managing Customer Expectations To Delight Them”*** – Organized for the Staff of Social Security and National Insurance Trust (SSNIT) from 21<sup>st</sup>-23<sup>rd</sup> and 26<sup>rd</sup> – 28<sup>th</sup> November 2012.
68. ***“Defensive Driving And Positive Work Ethics To Improve Productivity”*** – Organized for the Staff of EDAIF on 20<sup>th</sup> and 27<sup>th</sup> October 2012.
69. ***“Effective Report Writing and Presentation Skills for Supervisors and Managers”*** – Organized for the Staff of Social Security and National Insurance Trust (SSNIT) from 30<sup>th</sup> – 31<sup>st</sup> August, 2012.
70. ***“Modern Management Skills for World Class Performance”*** – Organized for the Staff of Zenith Bank Ghana Limited on 28<sup>th</sup> July and 11<sup>th</sup> August, 2012
71. ***“Effective Management Skills for Supervisors and Newly Appointed Managers”*** – Organized for the staff of Cocoa Marketing Company from 25<sup>th</sup> – 27<sup>th</sup> July, 2012
72. ***“Effective Supervisory Skills”*** – Organized for the staff of Pioneer Food Cannery Ltd from 13<sup>th</sup> – 15<sup>th</sup> and 20<sup>th</sup> – 22<sup>nd</sup> June, 2012 respectively.
73. ***“Warehousing and Storage Safety”*** – Organized for the staff of Aviance Ghana from 7<sup>th</sup> – 8<sup>th</sup> and 13<sup>th</sup> – 14<sup>th</sup> June, 2012 respectively.
74. ***“Call Center Customer Service Excellence”*** – Organized for the staff of National Lotteries Authority from 17<sup>th</sup> – 19<sup>th</sup> April, 2012
75. ***“Effective Management Skills for Management and New Managers”*** – Organized for the staff of Aviance Ghana from 8<sup>th</sup> – 9<sup>th</sup> March, 2012.

76. ***“Managing Executives”*** - Organized for staff of Social Security and National Insurance Trust (SSNIT) from 23<sup>rd</sup> – 24<sup>th</sup> February, 2012.
77. ***“Effective Selling and Customer Service Skills”*** – Organized for the staff of Ideal Finance from 17<sup>th</sup> – 19<sup>th</sup> February, 2012.
78. ***“Delivering Legendary Customer Service – How to Win and Keep Customers Forever”*** – ***organized*** for staff of Social Security and National Insurance Trust (SSNIT) on the 12<sup>th</sup> – 13<sup>th</sup> and 14<sup>th</sup> – 15<sup>th</sup> December 2011 respectively.
79. ***“Delivering World Class Customer Service to Win and Keep Customers Forever”*** – organized for staff of MTN from 17<sup>th</sup> to 29<sup>th</sup> November, 2011.
80. ***“Building a Positive Work Attitude to Provide Call Centre Customer Service Excellence”*** organized for staff of MTN from 27<sup>th</sup> October to 1<sup>st</sup> December, 2011.
81. ***“Providing Exceptional Customer Service Leadership to Create a Customer Focused Team”*** organized for staff of J. A. PlantPool on 7<sup>th</sup> and 8<sup>th</sup> September, 2011.
82. ***“Developing Positive Attitudes to Deliver Legendary Customer Service – How to Win and Keep Customers Forever”*** organized for the staff of MAERSK Ghana Ltd. from 3<sup>rd</sup> – 18<sup>th</sup> June, 2011.
83. ***“Essential Sales Skills to Conclude Good Deals in a Competitive Environment”*** organized for the staff of SIC Life Co. Ltd. from 16<sup>th</sup> – 18<sup>th</sup> February, 2011.

## **Our Training Philosophy**

At CBM Consult, we believe that the ability to learn is innate and people require a suitable 'vehicle' to stimulate, encourage and catalyse learning. To facilitate knowledge transfer among adult learners we believe it is important to acknowledge their specific needs so that they could succeed on purpose and not by chance-by having better skills, clearer direction and higher motivation.

Our training programmes are short, practical and relate to people's real jobs. They have impact on performance and profit, enabling companies to achieve and sustain a competitive advantage.

These programmes are 'relevant' as well as 'enjoyable'. They are effective – adding value to both individual and company.

Our style is to work with you, at your pace, with a consultative, step-by-step approach. We pay close attention to your particular training needs and the demands of your business.

As a prospective client you are in good hands! We invest in the long term. We want you to use us for the things we do best. If we don't think your current needs are our areas of expertise, we'll steer you in a different direction.

## **Training Methodology**

Based on adult learning principles, we use a variety of proven, highly interactive participatory sessions and practical techniques to give participants a body of information and skills that can be implemented or applied immediately at the workplace.

A typical training session uses a combination of lectures, visual aids, self-assessment tools, video, role plays and group discussion.

A course manual is provided for each participant and it is designed to be a practical workbook and a continuing source of reference.



## **Customised In-House Training Courses**

All courses offered as open courses in this brochure can be organized in-house, tailored to the specific needs of organizations. Organizations will get the same expert facilitators and CBM Consult course experience, but with the added flexibility and reduced travel and accommodation costs of running the course at a hotel or conference centre. The cost of in-house programmes is therefore greatly reduced.

Our in-house training involves more intimate working where the training is fully tailored to the culture, practice and experiences of companies. We use research and internal interviews to develop a curriculum that addresses issues of importance to your organization. The seminar curriculum is reviewed with management to ensure topics best meet the organization's goals. After the workshop, data gathering about impacts and suggested improvements through informal discussions with participants are conducted and recommendations on evaluation systems and further development requirements made.

Finally the organization's management, marketing and sales case histories are integrated into the programme.

Some additional training programmes which could be run in-house by CBM Consult are:

- 1. Building and Managing High Performance Teams for Increased Productivity*
- 2. Making Effective Sales Presentations*
- 3. Customer Care and Call Handling Skills for Front Desk Staff*
- 4. Handling Occupational Stress*
- 5. How To Manage Difficult Customers*
- 6. Project Management For Personal Assistants, Administrators and Secretaries*



Group Picture of Participants at an Open house Training Programme

7. *Effective Key Accounts Management – Managing Key Customers Profitably*
8. *Building Assertiveness and Self Confidence*
9. *Effective Delegation*
10. *Management of Change*
11. *Territory Route Planning and Time Management for Sales People*
12. *Marketing Management for Non-Marketing Managers*
13. *Project Management Tools and Techniques*
14. *Conducting Effective meetings*
15. *Corporate Etiquette and Personal Grooming*
16. *Effective Appraisal Skills for Managers*
17. *Modern Management Skills for World Class Performance-coping with the challenges of the competitive environment.*
18. *Telephone Skills for Quality Customer Service*

## **Tutorial Team**

Our training programmes are delivered by a tutor team who are leading practitioners with a blend of academic and practical experience. They consist of highly qualified consultants, professional's practitioners and members of University Faculties, selected for their ability to communicate effectively with participants of all levels and cultures. Every tutor has an outstanding marketing and management track record bringing a wealth of expertise and experience to the courses they run.



A Typical Case Study Session

## Training Venues

All courses will be run in selected conference hotels and dedicated conference centres in Accra as indicated in the brochure. All programmes are non-residential.

The company can however arrange for accommodation facilities for participants coming from outside Accra. The hotels and dedicated conference centres have been chosen for their superior facilities, ideal training environment and quality catering.

## Fees

The fee quoted is exclusive of VAT and NHIL and it covers tuition, all written materials, certificates and meals.

The company offers discount to companies which book a certain number of programmes.

- (i) Companies which sponsor more than four participants per course will save 10% off the total fee before VAT per each extra participant.
- (ii) Companies which book between three and five training programmes running between 1<sup>st</sup> January and 30<sup>th</sup> November, 2025 will save 5% off the total fee before VAT.
- (iii) Companies which book between six and nine training programmes running between 1<sup>st</sup> January and 30<sup>th</sup> November, 2025 will save 10% off the total fee before VAT.
- (iv) Companies which book ten and more programmes between 1<sup>st</sup> January and 30<sup>th</sup> November, 2025 will save 15% off the total fee before VAT.

## Four Easy Ways to Book

- (1) Call on 020-3852834 OR 024-3962141 to reserve your place
- (2) E-mail to [info@cbmconsultltd.com](mailto:info@cbmconsultltd.com) / [registration@cbmconsultltd.com](mailto:registration@cbmconsultltd.com)
- (3) Post to P. O. Box CT 3100, Cantonments, Accra
- (4) Online at [www.cbmconsultltd.com](http://www.cbmconsultltd.com)

- *To reserve your place, please complete and return the form on the last page of this catalogue. Early registration is encouraged.*

## Substitutions/Cancellations

Any cancellation/transfer must be received in writing up to fourteen (14) days before the programme. After this date a fee will be charged. Bookings cannot be cancelled/transferred or refunded from seven days prior to the programme; however, a substitute delegate can be named at any time before the programme begins.

All cancellation costs are based on the course fee. Between ten and thirteen days prior to the course will attract 50% while less than seven days prior to the course will attract 100%.

## Data Protection

The details our clients provide will be stored solely within the database of CBM Consult.



## POM/Office Management and Effective Administration Skills for Administration Professionals (14<sup>th</sup> –16<sup>th</sup> April,2025)

### About the Programme

Administrative professionals by the nature of their work require comprehensive knowledge and understanding of the skills needed for effective management to function effectively in a rapidly changing world.

This three-day intensive course has been designed for Administrative Officers, Personal Officers, Administrative Assistants, Personal Assistants, Senior Secretaries, Private Secretaries and support staff who handle administrative duties. The course deals with people management issues with clear guidelines every step of the way. It provides them with a practical overview of the managerial duties, responsibilities and the essential knowledge required to fulfill their role successfully.

### Course Objectives

To develop the interpersonal and professional skills required by Senior Secretaries, Private Secretaries, Administrative Assistants, Executive Assistants, Administrative Officers, Personal Officers, Administrative Support Staff and Personal Assistants to function effectively.

### Course Benefits

At the end of the programme, participants will be able to communicate effectively and be able to handle conflicts.

### Course Content

- **Review of basic management concepts**
  - Supervision and the Administrative professional
  - Responsibilities and objectives
- **Team Leadership and the Administrative Professional**
  - Leadership styles
  - The characteristics of effective leaders
  - Building an enthusiastic team
  - Identifying key team attributes
  - Making the most of your leadership style
- Anticipating the Impact and Implication of pressure on executives, and exploring ways to reduce or remove the causes
- **Communication and Assertiveness**
  - Keeping the message simple
  - Getting the message across
  - Managing meetings
- **Business Etiquette**
  - Manners for Meeting and Greeting
  - Office equipment etiquette
  - Maintaining Positive Professional Impression
- **Dealing with Difficult People and Situations and Resolving Conflicts**
- **Creativity and Quality**
  - Competitive Thinking
  - Quality Standards
  - Delivering Excellent Customer Care
- **Personal Effectiveness**
  - Coping with Stress
  - Time Management
  - Goals and Priorities

**Duration:** Three (3) Days

**Fees:** Two Thousand Seven Hundred Ghana Cedis (GH¢2,700.00) per participant

**Venue:** Dr. Frempong Conference Room,STEPRI

### Who Should Attend

Administrative Officers, Administrative Assistants, Executive Assistants, Administrative Support Staff, Senior Secretaries, Private Secretaries, Personal Assistants and all Secretaries to Top Executives in Public, Private and NGO Sectors.

## PET/Professional Telephone and Reception Skills – How to Enhance the Face of Your Company (17<sup>th</sup> –18<sup>th</sup> February,2025)

### About the Programme

“Who is calling?” - Customer, user, supplier, colleague, the boss, competitor, mate etc. Several phone lines are ringing, lights on the phone are blinking, and co-workers are asking questions. At the same time a customer who has appeared at the reception has to be attended to. How does the person manning the front desk of an office or business handle several people simultaneously with professionalism and poise? How front desk staff uses their telephone and reception skills can make a difference to the image of the organization.

This two-day course has been designed to answer this and other important questions for those who work as an organization's first-impression representative at the front desk.

### Course Objectives

- Participants will learn the components of a professional image.
- Participants will be able to identify personal habits and behaviours that impede projection of a professional image.
- Participants will appreciate that their work space is an extension of themselves and should reflect a professional image as well.
- Participants will build good customer relations and project their organization in a Professional manner.

### Course Benefits

At the end of the programme, participants will gain increased confidence in managing telephone communication with clarity, accuracy and courtesy. They will also improve upon their verbal communication and body language with those they meet face to face.

### Course Content

- **The Importance of Customer Service**
- **Features of A Professional Image**
  - Behaviours and habits that destroy personal and corporate image
  - Your role in representing your company
  - Defining your customers and your responsibilities to them
  - Maintaining a positive attitude
  - Welcoming visitors in a professional manner
  - Handling unwanted visitors
- The vital importance of first and last impressions
- **How to convey a positive image over the phone**
  - Your voice – what does it tell the caller about your company
  - The importance of clarity and brevity
  - Receiving, planning and redirecting calls
  - Screening calls – handling unwanted calls
  - Getting the most from enquiries
- **Professional Communication Skills**
  - Winning with words
  - Beyond words – what the body says
  - Understanding the need for good listening skills
  - Successful questioning techniques

- Handling Difficult People with Diplomacy and Tact
- Managing Stress Resulting from Handling Difficult People
- Developing Confidence and Self-esteem

**Duration:** Two (2) Days

**Fees:** One Thousand Seven Hundred Ghana Cedis (GH¢1,700.00.) per participant.

**Venue:** Dr. Frempong Conference Room, STEPRI

#### **Who Should Attend**

This programme is suitable for Customer Service Officers, Telephonist and Receptionist, Frontline Staff, Call Center Staff, Secretaries and anyone who come into contact with clients or customers of an organization.

## **PEO/ Effective Organization, Planning and Time Management (3<sup>rd</sup> – 4<sup>th</sup> March, 2025)**

### **About the Course**

The most valuable resource available to employees is time. Everyone starts out even in the morning. We all have the same 24 hours every day in which to cram all the important aspects of our lives. Why, then, do some people finish each day floundering and falling farther behind?

One of the main reasons for this problem is the tendency many people have to react to external circumstances as they develop, rather than planning and working toward high-priority, long-term goals. The potential to achieve more in your job and career is partly dependent upon how well time is managed.

This two-day programme is a highly interactive training experience that teaches participants how to regain control of their schedules and their lives. Each participant will follow a diagnostic process to develop data about their priorities and habits. Then, over the course of the programme, they will learn how to use proven time – management tools and techniques to design a strategy for putting first things first, as well as a few tricks for eliminating annoying distractions permanently.

### **Course Objectives**

- To enable participants analyse their personal time management style to identify and avoid time wasting events
- To enable participants explore strategies to manage in time
- To help participants acquire skills and techniques to prioritize their work, avoid time wasting events and communicate what they want and they don't want.

### **Course Benefits**

- Participants will achieve better results through effective planning and clarifying objectives
- Participants will appreciate how much of their day is actually wasted
- Participants will learn how to prioritize their workload – time v importance v urgency.
- Participants will learn how to communicate with people who interrupt them when they need to concentrate on their work.

### **Course Content**

- **Organizational Planning and Goal Setting**
  - The Planning Process
  - Relationship between goals, plans and performance
  - Anticipating and managing pressure points in the planning process
- **Myths about Time Management**
- **Time Management and Culture**
- **Assessing your Time Management Style**
  - Signs of poor time management
  - Identifying the activities that waste your time
- **Time Management and Success**
  - Self-Control and Discipline
  - What or Who Controls Your Time
- **Managing Multiple Priorities – Focus on the Important and Valid**



- Set priorities using importance, urgency and validity as guide posts
- Use urgency to break ties between competing priorities
- Learn to distinguish between competing priorities based on validity and urgency
- **Concentration – Your Key to Productive Efficiency**
  - Learn ways to improve your concentration
  - Identify ways to deal with distractions and interruptions
- **Time Robbers**
  - Self and the Environment
  - Managing E-mail
  - Techniques for Dealing with Paper work
- **Delegation and Work Allocation**
  - Delegating tasks to achieve results
  - Delegation techniques to improve skills and increase motivation.
- **Managing Meaningful Meetings**
  - Identify reasons why some meetings are ineffective
  - Plan and lead more productive and effective meetings
- **Establish Boundaries to Create Balance**
  - Prioritize and choose your activities to provide balance
  - Understand the importance of honoring your own time
- **Other Strategies to Manage in Time**
  - Dealing with procrastination
  - Managing telephone calls
  - Controlling interruptions and socializing
  - Saying no
  - Managing your e-mail
  - Managing your desk
  - Applying the Pareto principle
  - Follow your biorhythm
- **Crafting Your Time Mastery Plan**
  - Transferring your key learnings into action

**Duration :** Two (2) Days

**Fees :** One Thousand Seven Hundred Ghana Cedis (GH¢1,700.00)

**Venue :** Dr. Frempong Conference Room,STEPRI

#### Who Should Attend

- Staff who need to juggle a wide variety of tasks and activities
- Staff who find managing their time difficult
- Staff who want to organize their days better and to feel in control of their work instead of their work controlling them

**DDP/ Defensive Driving for Improved Productivity (13<sup>th</sup> –14<sup>th</sup> February: 10<sup>th</sup> –11<sup>th</sup> April: 29<sup>th</sup> – 30<sup>th</sup> May: 8<sup>th</sup> – 9<sup>th</sup> September 2025)**

#### About the Course

The high spate of road crashes leading to numerous deaths, injuries and destruction of properties of Ghanaians, occur because of unsafe driving and poor decision making by drivers.

This two-day course is a comprehensive defensive driving program designed to teach responsible driving practices and help drivers of all experience levels become better drivers. The course covers the various examples of unsafe driving, <sup>poor</sup> driving decisions, consequences of unsafe driving and poor decisions.

Participants will identify dangerous driving behaviors that can cause conflict on the road and how to avoid them.

Participants will also be educated on the Road Traffic Act, 683/04 as Amended by Act 761/08 and the Road Traffic Regulations 2012 and Legislative Instrument (LI) 2180 as they apply to dangerous and careless driving.

This two-day program will encourage participants to think about the motivations and personal factors that cause excessive risk-taking and impulsive driving decisions

#### **Course Objectives**

- To enable participants, identify and appreciate the legal implications on their career and lives of themselves and other road users when they engage in unsafe driving and poor decision making on the road
- To enable participants, define the SIPDE concept and the Smith system and explain how it relates to safe driving
- Participants will be able to identify and manage aggressive driving behaviours

#### **Course Benefit**

- Participants at the end of the program will be able avoid the incidents, accidents, injuries and fatalities associated with unsafe acts and conditions in driving.

#### **Course Content**

- **Defining Dangerous and Careless Driving**
  - The Road Traffic Act, 683/04 as Amended by Act 761/08 and the Road Traffic Regulations 2012 and Legislative Instrument (LI) 2180
- **Types of Unsafe Driving**
- **Types of Poor Driving Decisions**
- **Consequences of Unsafe Driving and Poor Decisions**
- **Understanding and Applying the SIPDE/IPDE Process for Safe Driving**
- **Understanding and Applying the Smith System to Make Safe Driving Decisions**
- **Aggressive Driving Behaviours**
  - Examples of Aggressive Driving Behaviors
  - Reasons for Aggressive Driving Behaviours
  - Consequences of Aggressive Driving Behaviours
- **How to Avoid Conflicts on the Road**
- **Driver Distractions and How to Avoid Them**

**Duration:** Two (2) Days

**Fees:** - One Thousand and Seven Hundred Ghana Cedis (GH¢1,700.00.) per participant.

**Venue:** CSIR Headoffice Conference Hall, AgSSIP Block.

**Who Should Attend:** All Drivers and Riders

### **WEP/Work Ethics and the Professional Driver (28<sup>th</sup> February: 4<sup>th</sup> April:26<sup>th</sup> June: 7<sup>th</sup> November,2025)**

#### **About the Program**

Work ethics is an invisible employee behaviour, noticeable by its absence. Positive work ethics help a lot in effective productivity as well as a great balance of responsibilities in the driver's life on personal and professional front.

This one-day course has been designed to enable participants develop positive work ethics and attitudes. They will also recognize and avoid behaviours that increase driving risk.

#### **Course Objectives**

- To enable participants, identify bad work ethics and barriers to positive work attitudes
- To inspire participants to approach work with passion and excitement.
- To enable participants, appreciate the Traffic Safety Act of Ghana

### Course Benefits

- At the end of the program, participants will be able to identify the ingredients of positive work ethics and appreciate how a strong work ethics could lead to increased productivity

### Course Content

- **Work Ethics-What is it and how do I get some**
- **The Importance of Ethics in the Workplace**
- **Ethics and Personal Responsibility**
  - What Does the Employer Owe you?
  - What do you owe your Employer?
- **Corporate Ethics Codes and Codes of Conduct**
- **Examples of Poor Ethics in the Workplace?**
- **Good Workplace Ethics**
- **Maintaining Positive Ethics in the Workplace**
- **The Traffic Safety Act of Ghana**
- **Customer Service Basics**

**Duration:** One (1) Day

**Fees:** - Eight Hundred and Fifty Ghana Cedis (GH¢850.00.) per participant.

**Venue:** CSIR Headoffice Conference Hall, AgSSIP Block

**Who Should Attend:** All Drivers

## PDS/The Professional Driver and Driving Safely in Different Driving Environments and Weather Conditions (24<sup>th</sup> –25<sup>th</sup> April 2025)

### About the Course

The professional driver by nature encounters various hazards when driving in different and challenging driving environments. They also experience weather conditions that make driving dangerous.

This two-day course teaches drivers about defensive driving preparation, hazard perception, and attitude-techniques that will help them stay safe on the road.

The program teaches participants how to navigate various hazards like changing lanes, driving in urban versus rural areas, driving on hills, mountains and highways, and exiting and entering.

### Course Objectives

- To enable participants know the various vehicle and environmental hazards and solve them

### Course Benefits

- At the end of the program participants will gain knowledge of hazardous roadway maneuvers and acquire proactive driving skills to drive in all-weather situations

### Course Content Pre-Driving Procedure

#### • External Checks

- View the Surrounding Area
- Importance of Tyre Proper Pressure
- Proper Wear Pattern and Sufficient Tread Depth For Safety
- Vehicle Body Exterior Lights: Headlights, Directional Lights, Brake Lights, Back-Up Lights and Tail Lights
- Exhaust System
- Fluid Levels

#### • Internal Checks

- Dash Board (Fluid Level Alerts and Fuel Levels)
- Brakes Types of Brakes: ABS and other brake systems
- Parking Brake
- Safety Belts
- Spare Tyre and Tire Changing Equipment
- First-Aid Kit

- **Creating a Daily Pre-Trip Inspection Checklist**
- **Types of Roads Hazards**
  - General Hazards
  - Hazards Associated with Residential Streets
  - Hazards Associated with Roads Near Schools
  - Hazards Associated with Highways
  - Hazards Associated with Traveling on Hills or Mountains
- **Driving Safely on the Highway**
- **Driving Safely on Hills or Mountains**
- **Driving Safely on Rural Roads**
- **Driving Safely on Residential Streets**
- **Managing Visibility, Time and Space**
- **Driving Safely When the Amount of Light is Low**
  - Driving During Dusk and Dawn Hours
  - Driving at Night Using Low Beams and High Beams Correctly
  - Overdriving Headlights
  - Looking Beyond Headlights
- **Hydroplaning/Aquaplaning**
  - Causes of Hydroplaning
  - Driving on wet surfaces
  - Anticipating and Preventing Skids
  - Anticipating and Preventing Hydroplaning
- **Driving in Hazardous Weather Conditions**
  - Minimising Risks in Hazardous Weather Conditions
  - Fog or Smog
  - Sand and Dust
  - Windy Environment
- **Post-Driving Procedure**
  - Testing of the Braking System
  - Testing of All Vehicle Lights
  - Testing of the Windshield Wipers
  - Inspection of Emergency Equipment
  - Testing of the Tyre Condition

**Duration:** Two (2) Days

**Fees:** One Thousand Seven Hundred Ghana Cedis (GH¢1,700.00) per participant.

**Venue:** CSIR Headoffice Conference Hall, AgSSIP Block

**Who Should Attend:** All Drivers and Riders

## PDC/Professionally Driving Corporate Executives and VIPs (5<sup>th</sup> – 6<sup>th</sup> June 2025)

### About the Programme

Corporate Executives and VIPs are naturally very busy officials who at times have unpredictable official and business schedules. They have to be assured of arriving at their destinations feeling relaxed, safe and comfortable without suffering the anxiety and ill effects that can sometimes be caused by inadequately trained or skilled drivers.

This two-day programme has been designed for drivers of corporate executives, ministers, chief directors, directors and executive chauffeurs looking to develop and improve upon their existing knowledge, skills and ability to provide professional, secure and safe driving.

The program has been structured to train participants on how to react to the ever changing road conditions, develop their communication and relational skills and personal grooming.



## Course Objectives

- To develop the people skills of participants to appreciate the benefits associated with safe driving
- To enable participants, anticipate the Executive/VIP's needs and plan accordingly
- To develop the safety and security awareness of participants
- To develop the personal finesse of participants through one's perfect appearance, etiquette and resultant confidence.

## Course Benefits

At the end of the program participants will develop the capacity to anticipate risk situations and prevent them while providing driving comfort to the Executive or VIP.

## Course Content

- **Vehicle Dynamics and Understanding 'Vehicle Language'**
- **Protective Driving/Evasive Driving**
- **Developing Attention Capacity**
  - Gaining a better understanding of the effects of distracted driving
  - Developing proactive strategies to better cope with inattention
- **Managing the Executive/VIP -Driver Relationship**
- **Business Etiquette**
  - Why Etiquette Excellence?
  - Manners for Meeting and Greeting
  - Communication Etiquette
- **The Art of Dressing and Personal Grooming**
  - Appropriate vs. Inappropriate dressing For Business
  - Presenting a Polished Professional Image
  - Understanding and Projecting Your Company's Image
  - Grooming, Hair and Makeup Tips
- **First Aid**
  - Dealing with Emergencies
- **Time Management**
  - Being Punctual
  - Devoting More Time Toward Achieving High-Priority End Goals.

**Duration:** Two (2) Days

**Fees:** One Thousand Seven Hundred Ghana Cedis (GH¢1,700.00) per participant.

**Venue:** CSIR Headoffice Conference Hall, AgSSIP Block

**Who Should Attend:** Drivers of Corporate Executives, Ministers, Chief Directors, Directors and Executive Chauffeurs

**DSF/The Driver and the Management of Stress and Fatigue(13<sup>th</sup> -14<sup>th</sup> March:, 14<sup>th</sup> -15<sup>th</sup> May, 2025)**

## About the Program

The workplace is an important source of both demands and pressures causing stress. Driving by its nature is **not** the healthiest occupation as long periods are spent seated in the same position with little or no opportunity for physical activity while driving.

Generally, work place factors like the content of work and those to do with the social and organizational context of work have been found to be associated with stress and health risks.

Closely related to stress at the workplace is fatigue. Studies have shown that fatigue can cause shortfalls in performance, including slower response times, attention failures, and poor decision making. It also is

well known from empirical data collection, that fatigue can result in an increased risk of crashes, which is due to these decreases in performance.

This two-day program is a highly interactive training experience that teaches participants how to identify the sources of stress at the work place and explore strategies to manage and cope with occupational stress.

They will also learn the causes, effects and management of fatigue to be more productive.

#### **Course Objectives**

- To help participants to identify the factors that cause stress at the work place and develop strategies to combat job stress
- To enable participants, appreciate the causes, effects and management of fatigue

#### **Course Benefits**

- Participants will be able to cope with and minimise work-related stress
- Participants will be able to prevent and manage workplace stress.

#### **Program Content**

- **What is Stress**
- **What Are Occupational Stressors**
  - Physical Stressors
  - Social Stressors
  - Personal Stressors
- **Common Stress Related Diseases**
  - Physical Symptoms of Stress
  - Psychological Symptoms of Stress
- **Strategies For Managing Occupational Stress**
  - Personal Intervention Strategies
  - Small Group Interventions
  - Structural or Organizational Change
- **What is Fatigue and the Causes of Fatigue**
- **Effects of Fatigue on the Driver**
- **Symptoms of Fatigue**
- **Fatigue Management Strategies**
- **Making a Real Commitment to Stress and Fatigue Management**
  - Transferring your key learnings into action

**Who Should Attend:** All Drivers

**Fees:** One Thousand Seven Hundred Ghana Cedis (GH¢1,700.00) per participant.

**Venue:** CSIR Headoffice Conference Hall, AgSSIP Block.

## **PDD/Proactive Defensive Driving Course (12<sup>th</sup> –13<sup>th</sup> June 2025)**

### **About the Program**

Drivers are often required to cover large distances and the chances are they will be driving for far longer than they would in normal everyday life. More time spent on the road may increase the likelihood of aggressive driving behaviours.

Enjoying driving on the road is not enough to be a good driver. They need to become aware of the hazards they may face in their daily drive as well as developing awareness, avoidance, and evasive maneuvers to avoid collisions. They also will need to be able to maintain concentration at all times. Proactive defensive driving course prepares participants to not only react to driving situations, but look to proactively plan, avoid, and handle driving situations before they happen.

This two-day highly interactive course teaches participants proactive driving skills and safe driving expectations and procedures. It is an upgrade of the '*Defensive Driving and Positive Work Ethics to Improve Productivity*' program and will include vision and written tests.

Participants will become aware of the hazards they may face in their daily drive through classroom, driving instruction, an in-vehicle (road and track) program, and group discussion.

### Course Objectives

- To enable participants proactively plan, avoid, and handle driving situations before they happen
- To enable participants gain knowledge of hazardous roadway maneuvers
- To help participants understand and reduce the risks caused by aggressive driving

### Course Benefits

At the end of the program participants will gain knowledge of hazardous roadway maneuvers and acquire proactive driving skills

### Course Content

- Understanding the Highway Transportation System
- The Traffic Safety Act of Ghana
- Systems of Vehicles
- Driving With a Safety Mindset
- Safe Driving Techniques
- Understanding Driver Fitness and Impairments
- Vehicle And Environmental Hazards and Solutions
- Appreciating Risk Perception and Management on the Road
- Gaining Knowledge of Hazardous Roadway Manoeuvres
- Driver Fatigue Management
  - Developing a deeper understanding of how fatigue affects driving ability
  - Preventing the onset of fatigue
- Managing Aggressive Driving Behaviours
  - Recognize the causes of aggressive driving
  - Master skills to manage aggression
- Developing Attention Capacity
  - Gain a better understanding of the effects of distracted driving
  - Develop proactive strategies to better cope with inattention

**Duration:** Two (2) Days

**Fees:** One Thousand Seven Hundred Ghana Cedis (GH¢1,700.00) per participant.

**Venue:** CSIR Headoffice Conference Hall, AgSSIP Block

**Who Should Attend:** All Drivers

## PRM/Records Management – Organizing and Maintaining Company Records and Filing Systems Effectively (19<sup>th</sup> -21<sup>st</sup>February:, 11<sup>th</sup> –13<sup>th</sup>August, 2025)

### About the Programme

Every organization and every individual has records. Departments and units within the organization deal with enormous amounts of records on a daily basis. Staff members are inundated with data and information in various formats.

Records must be managed from the time they are created or received, through distribution, use, and maintenance, until they are finally destroyed or permanently archived.

This three-day course will provide participants with knowledge of and experience in fundamental record keeping concepts. Through an interactive workshop, participants will gain an understanding of records and record keeping fundamentals.

## Course Objectives

- To equip participants with basic records management principles and practices
- To describe the business justification for records management and list the major components of a formally established records management programme.
- Explain the primary tools used for identifying records
- To let participants appreciate issues relating to the management of electronic desktop records

## Course Benefits

Participants will:

- Acquire knowledge of the role of records management within an organization.
- Understand the value of records and why an effective records management programme is essential.
- Gain an understanding of physical file and document management principles

## Course Content

### • Records Management Basics

- Records and Information
- Why keep records
- Why good records management is important?
- Benefits of effective records management
- Defining key terms
- Records as evidence

### • Managing Paper Records

- Principles
- Legal framework relating to record keeping
- Consistency and rules of filing
- Life Cycle of paper records
- Records safety and protection

### • Electronic Records Management

- Features and types of Electronic Records Management
- Electronic Records Life Cycle
- Creating Electronic Records Directories
- Saving documents to appropriate Electronic Folders
- Appraisal of Electronic Records
- Storage and Preservation of Electronic Records
- Archiving Electronic Records

### • Designing A File Plan

- Principles of classification and how they apply to record-keeping
- The purpose and structure of file plans and factors in their development
- Strategies for implementing a File Plan
- Records Retrieval and Control Mechanisms
- Records Destruction
- Management of Inactive Records
- Sustaining a records management programme
- Practical Exercises
- Personal/Action Plan

**Duration:** Three (3) Days

**Fees:** Two Thousand Nine Hundred and Fifty Ghana Cedis (GH¢2,950.00) per participant

**Venue:** Dr. Frempong Conference Room, STEPRI

## Who Should Attend

Records Managers, Office Managers, Information Managers, Data Protection Officers, Records Management Officers, Archivists, Private and Confidential Secretaries, or any staff who has the responsibility for creating and maintaining company records.



## MOS/ Managing Office Supplies Inventory (20<sup>th</sup>-21<sup>st</sup> March: 28<sup>th</sup> – 29<sup>th</sup> July 2025)

Running an office has several aspects to it – from operational activities to decision-making. However, activities cannot continue or may be hampered if the office is not equipped with adequate supplies, making inventory management an important aspect of business success.

At the heart of this lies a crucial aspect of office inventory management. Office inventory management entails tracking supplies, consumables and valuable assets to ensure seamless execution of daily tasks. This process can become quite complex when multiple office locations are involved. Inaccurate office inventory management slows down operations and burns through capital. A robust office supplies inventory management system on the other hand can help improve the bottom line, drive efficiency and cut back on costs.

This two-day program has been designed to equip participants with the essential skills to effectively manage office inventory levels, minimize costs and maximize customer satisfaction.

### Course Objectives

- To enable participants understand the responsibilities and functions of office inventory management
- To enable participants understand the importance of inventory and the role it plays in the profitability of the company
- To enable participants find solutions to common office inventory issues

### Course Benefit

At the end of the two-day program, participants will be equipped with the tools to effectively manage office supplies, furniture and equipment.

### Course Content

- **What is Inventory and Types of Inventories**
- **Importance of Office Inventory and Supplies Management**
- **Taking Stock of Your Office Inventory**
- **Administrative Policies for Office Inventory**
- **Demand Forecasting**
- **Safety Stock Calculations**
- **Replenishment Strategies**
- **Inventory Optimization Techniques**
- **Purchase and Inventory Protocols**
- **Office Inventory Cost Control**
- **Dealing with Purchase Inventory Issues**
  - Dealing with Inadequate Storage Facilities
  - Dealing with Theft
  - Managing Employee Requests
- **Dealing with Office Supply Wastage, Spoilage and Expirations**
- **Best Practices in Office Inventory Management**
- **Use of inventory management software**

**Duration** : Two (2) Days

**Fees** : One Thousand Eight Hundred Ghana Cedis (GH¢1,800.00)

**Venue** : Dr. Frempong Conference Room,STEPRI

### Who Should Attend?

Office Managers, Office Administrators, Operations Managers, Office Assistants, Department Managers and Supervisors, Inventory Officers and any person in charge of handling office supplies and inventory.

## PCS/Office Skills Development for Executive Assistants, Administration Assistants and Personal Assistants (23rd –25th June, 2025)

### About the Programme

The complex and increasing demands of the modern office environment requires that administrative assistants and personal assistants update their knowledge, skills and abilities to function effectively as office support staff. Most often this category of staff is ignored when it comes to training and development. This career enhancement programme has been designed for employees who have minimal or no training in an office environment but would like to gain the necessary skills to work effectively in such environment. The programme provides participants with the skills and information to become more professional in the workplace. Emphasis on quality customer service, corporate and demonstrated professional behaviour provides the framework for the programme.

### Course Objectives

- To provide participants with skills and information to enhance their professional administration skills
- To provide participants with professional communication and problem solving skills

### Course Benefits

At the end of the programme, participants will develop both interpersonal and office related skills to enable them function effectively at the work place.

### Course Content

- Basic Grammar and Writing
- Assessing your administration Skills – Expectations of an Office Assistant
- Providing Quality Customer Care
- Professional and Communication Skills
- Organizing and Maintaining Company Records and Filing System
- Time Management
- Telephone Techniques
- Basic Skills of Cooperation and Problem Solving
- Building a Professional Image
- Developing Your Professional Goals

**Duration:** Three (3) Days

**Fees:** Two Thousand Six Hundred Fifty Ghana Cedis (GH¢2,650.00) per participant

**Venue:** Dr. Frempong Conference Room, STEPRI

**Who Should Attend**

Administrative Assistants, Office Assistants, Personal Assistants and any Office Support Staff who wants to enhance his/her knowledge, skills and abilities to function effectively in the office environment.

## MPD/Multitasking, Prioritizing and Dealing with Procrastination to Achieve More with your Time - (14<sup>th</sup> – 16<sup>th</sup> July: 6<sup>th</sup> – 8<sup>th</sup> October 2025)

### About the Program

How time managed are you? What is your personal time management style? Do you over commit? Are you overwhelmed with workload? What are you procrastinating? These are questions that need answers when managing time effectively and efficiently.

Employees are always confronted with several tasks to perform in their routine daily work assignments and this can be overwhelming.

Listing tasks is a good way to remember them, but it doesn't create a plan for effectively getting them done. You may not really know when anything will get finished, what your priorities are, or whether you can deliver work by the required dates.

Multitasking effectively results in efficiency and effectiveness. Multitasking skills refer to the capability to handle multiple tasks at once and complete them simultaneously.

Procrastination has been described as the cat burglar of time management. It steals into our life and whisks away one of our most valuable assets we possess-**Time**.

This three-day program will examine how tasks can be accomplished without sacrificing quality. It will identify all approaches to prioritizing in all forms: short term, long term, personal, professional etc. It will also look at strategies to deal with all forms of procrastination.

### Course Objectives

- To enable participants set goals and make time to handle multiple tasks
- To enable participants appreciate how much of their day is actually wasted
- To enable participants learn the various strategies to prioritize their workload
- To enable participants deal with procrastination within them and in others

### Course Benefits

At the end of the program, participants will develop a personal plan to enable them prioritize tasks/goals and structure their day to get the most output.

### Course Content

- **The Concept of Task Management**
- **The Role of Self-Management in Managing Tasks**
- **Identifying and Plugging Time Leaks to Get the Most Out of Everyday**
  - Sources of Time Leakages
  - Identifying factors that affect tasks, priorities and deadlines
- **Planning your work to work your plan**
  - Setting Tasks/Goals-Being a Goal Getter and not a Goal Setter
  - Crafting a personal professional goal
- **Steps At Getting the Most Out of Everyday**
- **Setting Priorities**
  - Prioritizing with the ABC System
  - Prioritizing with Paper
  - Prioritizing with the Eisenhower Matrix
  - Prioritizing with the Pareto Principle
  - Prioritizing with Change
  - Prioritizing with Payoffs
- **Procrastination-The Thief of Time**
  - What Causes Procrastination?
  - What do you Procrastinate?
  - Strategies to Deal with Procrastination
  - Dealing with Procrastination in Others
- **The Art of Anticipation**
  - Assessing your 'Foresight Quotient'
  - Strategies to Plan Ahead to Avoid Time-Consuming Trouble
  - Anticipating and Overcoming Common Problems in Using the Telephone
- **Plugging Time Leaks to Get the Most Out of Everyday**
- **Conducting Effective Team Meetings**
- **Delegating Effectively**
- **Time and Task Management with Microsoft® Outlook®**

**Duration:** Three (3) days

**Fee:** Two Thousand, Eight Hundred and Fifty Ghana Cedis (GH¢2,850.00) per participant

**Venue :** Dr. Frempong Conference Room, STEPRI, Accra

**Who Should Attend:** Team Leaders, Supervisors, Section Heads and Managers, Project, Purchasing, Finance and Production Officers and Personnel and anyone who juggles multiple tasks and deadlines assistants and personal assistants update their knowledge, skills and abilities to function effectively as office support staff. Most often this category of staff is ignored when it comes to training and development. This career enhancement programme has been designed for employees who have minimal or no training in an office environment but would like to gain the necessary skills to work effectively in such environment.

## MRW/Effective Communication and Report Writing Skills for Supervisors and Managers (17<sup>th</sup> – 19<sup>th</sup> March, 13<sup>th</sup> – 15<sup>th</sup> August, 12<sup>th</sup> – 14<sup>th</sup> November, 2025)

### About the Programme

Writing a report to communicate information within and outside the organization is very critical in informing and persuading people as well as initiate change. A well-structured report that has clear objectives will get more attention and is more likely to produce the intended results. However, a badly written report risks remaining unread and its objectives not being reached.

Apart from the structure, effective language usage is important in report writing. Badly constructed sentences which are disjointed and muddled will create a poor impression. A badly produced report with spelling mistakes and poor punctuation will give a different meaning and is likely to be ignored by people who matter and may also undermine the credibility of the author. However, a carefully written report or sales proposal with the appropriate and correct grammar usage may result in your advice or recommendations being translated into action or result in several thousands of Cedis worth of business.

This three-day intensive programme will provide participants with the technical skills and personal tools to write effective reports. It will also let participants appreciate the importance of English grammar and phraseology to avoid errors. The training format is highly interactive.

### Course Objectives

The programme aims at enhancing participants' ability to write clear, concise and comprehensive reports.

### Course Benefits

At the end of the programme, participants will be able to structure and organize clearly written and effective reports that will enable them address the relevant issues, reach conclusions and provide sufficient information for the reader to make informed decisions.

### Course Content

- **The Importance of Communication at the Workplace**
  - The Communication Process
  - Being an Effective Communicator
- **What is a Report**
  - Classification of Reports
  - Understanding the Readers' Needs
  - Characteristics of a Good Report
- **Types of Reports**
- **Sections of a Report**
- **Steps in Report Writing**
  - Assembling the Data
  - Organizing the Data
  - Drafting the Report
  - Writing the Report
- **Mastering the Techniques of Report Writing**
  - Getting the Style Right for Report Writing
  - Pitfalls to Style of Writing
  - Report Layout
  - Numbering of Sections of the Report
  - Guidelines for Writing Subject Headings
  - Formatting of Headings
- **Basic Grammar and Phraseology**
  - Understanding syntax
  - Avoiding common errors and spelling correctly
  - Punctuating correctly
- **Writing Specific Reports**



- Writing a business letter
- Writing a management report
- Writing an incident/investigative/inquiry report
- Writing minutes
- Writing a memo

- **Practical Exercises**

**Duration:** Three (3) Days

**Fees:** Two Thousand Nine Hundred and Fifty Ghana Cedis (GH¢2,950.00) per participant

**Venue:** Dr. Frempong Conference Room, STEPRI

**Who Should Attend**

All Supervisors, Officers, Managers and anyone whose role entails writing reports

## MSM/Effective Management Skills for Supervisors and Newly Appointed Managers (24<sup>th</sup> –27<sup>th</sup> March 2025)

### About the Programme

The transition from team member to team leader is one of the most challenging. As new managers and supervisors, success is measured not simply by individual contribution but by one's ability to work with and through people to achieve results.

This four-day intensive programme is particularly suitable for the newly promoted manager or for any supervisor wanting to run a high-level performance team. This pragmatic workshop teaches participants how to increase work output, improve the quality of work and achieve greater flexibility in working. Participants will learn how to adjust their management style, create an atmosphere where motivation can flourish, use coaching as a tool to improve performance and job satisfaction and communicate more effectively up, down and across the organization. Tutorial sessions, case studies, practical exercises and presentations make this an action packed four-day programme.

### Course Objectives

- To set out clear guidelines for effective management
- Create a forum to analyze practical ways to organize work and manage time effectively
- Enable delegates to learn the people management techniques to get maximum performance.
- To provide a comprehensive framework for future development.

### Course Benefits

- An invaluable insight into the management techniques and skills that every successful manager needs
- Through case studies and exercises, participants will be able to identify their strengths and areas for development
- Participants will be able to tackle their challenges with confidence and drive performance for themselves and their team.
- Participants will be able to set effective and motivating objectives.

### Course Contents

- **The Management process**
  - Defining the manager's role
  - Making the change to being a manager
- **The need for planning**
  - Strategic planning, what does it entail.
  - The use of vision statements
  - Differentiating between strategy and tactics
  - Setting objectives
  - Measuring progress against objectives

- **Leadership and effective supervision**
  - The mechanics and dynamics of supervision
  - Developing leadership skills
  - Recognizing the needs of subordinates
  - Coaching for Performance
- **Time Management**
  - When and how to organize, delegate or delete work
  - Balancing Professional goals and personal time
  - Devoting more time toward achieving high-priority end goals.
- **Motivation as a manager**
  - Identifying different individual needs
  - How to motivate staff today
  - De-motivation – signs and symptoms
- **Communicating and directing the team**
  - The effect of words, tone and voice
  - Body language
  - Understanding the need for good listening skills
- **Handling conflict**
  - Reasons for conflict
  - Recognizing conflict
  - Resolving and eliminating personality conflicts
- **Customer service and satisfaction**
  - Supervising customer care
  - Handling problems and complaints

**Duration:** Four (4) Days

**Fees:** Three Thousand, Eight Hundred Ghana Cedis (GH¢3,800.00) per participant.

**Venue:** Dr. Frempong Conference Room, STEPRI

**Who Should Attend**

Managers, Supervisors, Newly Appointed/Prospective Managers and those who wish to gain the knowledge, understanding and necessary skills to manage effectively. It is also suitable for employees who are considered to be ready for further development.

## MSN/Successful Negotiation, Lobbying and Influencing Skills (1<sup>st</sup> –3<sup>rd</sup> April 2025)

**About the Programme**

In order to produce effective results in a negotiation, it is important to investigate all the possible variables beforehand. This not only raises confidence levels but helps the individual to prepare a tactical approach. The skilled negotiator always achieves much more without upstaging the other party.

This three day programme provides participants with all the skills and techniques essential to prepare and handle negotiations in every aspect of business, selling, buying or dealing with contractors, customers, employees etc.

The programme uses video clips showing typical negotiating situations to highlight good and bad tactics. It is a highly participative course based around the needs of each individual attending.

**Course Objectives**

To provide participants with the skills and knowledge to engage in successful negotiations

To improve the confidence of participants to conduct successful negotiations.

**Course Benefits**

A better understanding of the do's and don'ts of negotiation. How to get the best out of every negotiation.

**Course Content**

**Defining the Negotiation Environment**

- The impact of organizational culture

- The range of negotiation styles and practices
- Assessing negotiation feelings and attitudes
- Differentiating win/win from win/lose

#### **Principled Negotiation**

- Elements of principled negotiation
- The negotiation process
- Efficient and ethical negotiation approaches

#### **Negotiation Tactics**

- Recognizing hidden agendas
- Listening actively for effective negotiation
- Making the most of start and stop signals
- Knowing when to Agree, Bargain, Control or Delay
- Gaining collaboration and support
- Sustaining positive momentum

#### **Handling 'Hardball' Negotiators**

- Common 'hardball' styles
  - Principled responses to 'hardball' tactics

#### **Applying your Skills in an Authentic Environment**

- Moving from one-to-one to inter-team negotiations
- Displaying an interactive process

#### **Best practices of principled negotiation**

- Arriving at a conclusion beneficial to both parties
- Creating efficacy in the negotiation process
- Delivering ongoing value through positive relationships and reduced stress.

#### **• Lobbying and Influencing Skills**

- What is lobbying?
- Lobbying in an Organisational Setting
- Elements of successful lobbying
- Lobbying and influencing skills
- Rules of lobbying

**Duration:** Three (3) Days

**Fees:** Three Thousand Six Hundred and Fifty Ghana Cedis (GH¢3,650.00) per participant

**Venue:** Central Hotel

#### **Who Should Attend**

Managers, Officers and Executives performing functional roles in Human Resource, Supply Chain, Marketing, Sales, Labour Union executives and members and all those whose role requires them to negotiate with customers, suppliers and others.

### **MIL/ Inspirational Leadership and Team Building Skills for Supervisors and Managers (7<sup>th</sup> –9<sup>th</sup> April 2025)**

#### **About the Programme**

The ability to lead people is a critical skill, regardless of your discipline or area of responsibility. To achieve quality, service and rapid response, leaders must utilize all available talents. All of your team members have unique strengths. Only by discovering how to communicate and understand each other will you be able to utilize each individual's strengths and build a team that is greater than the sum of its parts.

Inspirational leadership is about the skills of motivating people to achieve high standards of performance. It takes special skills to inspire people to perform at a high level on a regular basis. This course had been designed to help managers and potential managers to breathe life, confidence and energy into their team members to achieve increased productivity.

The course covers the essential skills and personal qualities that will produce highly effective leaders. Participants will discover practical and straightforward ways to lead, organize and motivate in order to achieve outstanding performance and results.

### Course Objectives

To help participants to create a work environment that encourages commitment, innovation and co-operation.

### Course Benefits

At the end of the programme, participants will be able to identify the key skills and characteristics of successful leaders and team managers.

### Course Content

- **The Art of Leadership and Team Building**
  - Understanding your own strengths and those of your organization
  - Understanding the role and characteristics of a successful leader.
  - Recognizing and reviewing your personal style of leadership
- **Challenges of Leadership**
  - Managing Vs Leading
  - Leading from the front or leading from a distance
  - Leadership styles
- **The Effective Team**
  - Identifying the traits of an effective team
  - The key techniques for competent team working
- **Building A Successful Team**
  - Distinguishing team roles and responsibilities
  - Building trust and confidence in those you lead
  - Mentoring others to greatness
  - Praising and giving constructive feedback
  - Enhancing team performance through training and development
- **Problem Solving and Conflict Resolution within the Team**
- **Personal Development**
  - Creating your personal development plan
  - Creating your team development plan

**Duration:** Three (3) Days

**Fees:** Three Thousand Six Hundred and Fifty Ghana Cedis (GH¢3,650.00) per participant

**Venue:** Central Hotel

### Who Should Attend

This challenging and informative programme is designed for supervisors, managers, senior managers and executives who wish to discover the skills and behaviours necessary to improve overall team performance.

## ELM/Effective Leadership and People Management Skills (5<sup>th</sup> – 8<sup>th</sup> May: 16<sup>th</sup> – 18<sup>th</sup> July 2025)

### About the Program

Leadership and People Management skills are personal attributes each leader/manager, should possess to enhance their individual performance. Leadership and People Management skills are about the skills of motivating people to achieve high standards of performance. It takes special skills to inspire people to perform at a high level on a regular basis.

As leaders and managers, we are constantly being required to take new roles of facilitating, coordinating and orchestrating the work behaviours of others.

To work with and sustain an effective team, leaders and managers, need to possess a high level of emotional intelligence and delegate effectively while at the same time, manage disengagement from the vision of the organization.

This four-day intensive programme will help participants develop their leadership, people management and emotional intelligence skills to achieve greater flexibility in working.



The course covers the essential skills and personal qualities that will produce highly effective leaders and managers. Participants will discover practical and straightforward ways to lead, organize, delegate and motivate in order to achieve outstanding performance and results.

### Course Objectives

- To enable participants acquire the skills required for contemporary leadership and management
- To set out clear guidelines for effective leadership and management.
- To enable participants learn the people management techniques to get maximum performance.
- To enable participants recognize the four core Emotional Quotient in work life and relationships.

### Course Benefits

- An invaluable insight into the leadership and management techniques and skills that every successful manager needs.
- Through case studies and exercises, participants will be able to identify their strengths and areas for development.
- An invaluable insight into the leadership and management techniques and skills that every successful manager needs.

### Course Content

- **The Art of Leadership and Challenges of Leadership**
  - Perspectives of Leadership
  - Leadership vs Management
  - Leadership and Organizational Performance
  - Leadership Development and Effectiveness
  - Leadership Challenges
  - Avoiding the Pitfalls of Leadership
  - Navigating the Complex Terrain of Leadership
- **Leadership Style and Effectiveness**
  - Types of Leadership Styles
  - Organizational Culture and Effectiveness of Leadership Style
  - Assessing your Current Team Leadership Profile
  - Influencing and Empowering as a Leader
  - The Importance of Ethical Leadership
  - Traits of Ethical Leaders
- **Attitude – The Key to Success**
  - Barriers to Positive Attitudes
  - The Power of Self-Image
  - Confidence Building and Self-Esteem
- **Motivation as a Manager**
  - Identifying Different Individual Needs
  - How to Motivate Staff Today
  - De-Motivation – Signs and Symptoms
  - Practical Exercise
- **Delegation and Work Allocation**
  - Defining Delegation
  - Why Delegate
  - Why Managers are Reluctant to Delegate
  - What And How to Delegate Effectively
  - Overcoming Obstacles to Delegation
- **Emotional Intelligence and the Leader**
  - The Origins of Emotional Intelligence.
  - The Relevance of Emotional Intelligence in The Workplace.

- Assessing Your Own EQ
- Recognizing the Four Core Emotional Quotient (EQ) Skills in Work Life and Relationships
- Managing Emotions to Strengthen Work-Team Cohesion
- Techniques to Apply Emotional Intelligence in Work and General Situations
- **Communicating Effectively**
  - Identifying Communication Challenges
  - Influencing how Your Communication is Received
  - Giving and Receiving Criticisms
  - Developing Effective Listening Skills
  - Understanding Different Staff Communication Styles
- **Teamwork Skills for Effective Leadership**
  - Characteristics of Effective and Ineffective Teams
  - Dealing with Team Problems
  - Building Trust in Team Relationships
  - Inspiring Enthusiasm and Commitment Among Team Members
  - Coaching and Mentoring
- **Time Management**
  - When and how to Organize, Delegate or Delete Work
  - Balancing Professional Goals and Personal Time
  - Devoting More Time Toward Achieving High-Priority End Goals
- **Lobbying and Influencing Skills**
  - Principles of Lobbying
  - The Purpose of Lobbying
  - Types of Lobbying
  - Influencing as a Leader
  - Mastering Organizational Politics
- **Handling Conflict**
  - Reasons for Conflict
  - Recognizing Conflict
  - Resolving and Eliminating Personality Conflicts

**Duration:** Four (4) days

**Fees:** Four Thousand Five Hundred Ghana Cedis (GH¢4,500.00) per participant

**Who Should Attend:** This participative programme is designed for Senior Leaders, Aspiring Leaders, Senior Managers, Middle Managers looking to increase their skill-set, Team Leaders and Workplace Leaders and HR Professionals.

**Venue:** Coconut Groove Hotel

## TBD/Team Building Skills for Managers and Supervisors (12<sup>th</sup> –14<sup>th</sup> May, 6<sup>th</sup> –8<sup>th</sup> August 2025)

### About the Course

Managers and Supervisors who aggressively build teamwork become highly effective. As methods and processes become increasingly complex and interrelated, interdependency among employees has also increased.

Where staff members are working together, two plus two can equal more than four. Employees can achieve more than they would on their own as part of a cohesive and effective team, capitalizing on each other's skills, experience and strengths. But working together isn't always sweetness and light.

This three (3) day course will show participants what good team communication means and how a manager can create a team environment that is collaborative, co-operative and successful. Participants will explore factors that affect teamwork and how to create high performance teams.

### Objectives

- To enable participants identify the rationale for team approaches to work

- To help participants create a team whose members pull together
- To help participants create a team meeting environment that encourages commitment, innovation and co-operation among team members.

### Course Benefits

At the end of the programme, participants will develop their own team leadership style and be able to use these skills to enhance their own performance as a manager/supervisor and that of their team. Participants after this programme will also be able to develop a set of team player skills to function effectively.

### Course Content

- **The Effective Team**
  - Identifying the traits of an effective team
  - Defining the team
- **Identifying Teamwork Barriers**
- **Developing Your Team Player Skills**
- **Key Techniques for Competent Team Working**
  - Team Collaboration
  - Team Consensus
  - Transforming individuals into teams
- **Conducting Effective Team Meetings**
- **Problem Solving and Conflict Resolution within the Team**
- **Building a Successful Team**
  - Distinguishing team roles and responsibilities
  - The relationship between the task, the team and the individual
    - Building trust in team relationships
    - Counselling, mentoring and coaching
- **Managing Remote Teams**

**Duration** : Three (3) days

**Fees:** Three Thousand Six Hundred and Fifty Ghana Cedis (GH¢3,650.00 per participant).

**Venue:** Coconut Groove Hotel

### Who Should Attend

This programme has been designed for senior managers, managers and supervisors leading teams of any functional unit in the organisation.

## MLW/Leadership and Innovative Management Skills for Women Leaders (10<sup>th</sup> – 12<sup>th</sup> March : 19<sup>th</sup> – 21<sup>st</sup> November 2025)

### About the Program

The past twenty years had seen a lot of women working in the corporate world with women assuming various leadership positions and also becoming entrepreneurs. Despite this growth paving the way for women's ascension to leadership in corporate Ghana, very little progress has been achieved.

It is widely believed that men have a better shot at leadership positions in business and politics although it is said that men and women make equally good leaders.

Why are a lot of women leaving before they reach leadership levels? Why are they plateauing or not being promoted effectively into leadership? What is holding women back?

This three (3) day intensive program has been designed to provide an insight to the forces of change and the crucial factors required for leadership success. It is suitable for women who have assumed leadership roles or aspire to become leaders in their organisations.

### Course Objectives

- To create the necessary environment for participants to explore their strategic leadership potential to move up the corporate ladder

- To develop the skills and behaviours necessary to succeed as a leader at every level of an organization

### Course Benefits

- Participants will appreciate the importance of leadership and innovation in personal growth and career enhancement

### Course Contents

- **Strategic Leadership Development and Effectiveness**
  - The Foundations of Leadership
  - Appreciating The Significance of Corporate Culture in Personal Growth And Contraction
  - Knowing Yourself and How You Affect Others
- **Barriers to Female Business Leadership**
- **Gender Discrimination at the Workplace-Is it real or imaginary?**
- **Breakthrough Leadership**
  - Overview and Key Principles
  - Leadership and Thinking Styles
  - Sustaining the Breakthrough
- **Understanding and applying Emotional Intelligence to become an effective leader**
  - Recognizing the Four Core Emotional Quotient (EQ) Skills in Work Life and Relationships
  - Emotional Control and Conflict Management
  - Charisma And the Transformational Influence of The Leader
- **Developing Strategies to Enhance Career Growth**
- **Building an Effective Team**
  - Identifying the Traits of an Effective Team
  - The Key Techniques for Competent Team Working
- **Communication and Assertiveness**
  - Influencing Others
  - Listening Skills
  - Counseling Staff
  - Managing Meetings
- **Lobbying and Influencing Skills**
  - Principles of Lobbying
  - The Purpose of Lobbying
  - Types of Lobbying
  - Influencing as a Leader
- **Creativity and Competitive Thinking**
- **Self -Management**
  - Goals and Objectives Setting
  - Managing Time, Yourself and Others
  - Developing Self – Confidence
- **Networking for Success**

**Duration:** Three (3) Days

**Fees:** Three Thousand Six Hundred and Fifty Ghana Cedis (GH¢3,650.00) per participant.

**Venue:** Coconut Groove Hotel

### Who Should Attend

This program has been structured for Executives of Ladies Club and Associations, Female Senior Managers, Managers, Departmental Heads, Unit Heads, Branch Managers, Female Executive Members of Trade Unions, Decision Makers and those who are aspiring towards leadership positions.

## MSS/Effective Supervisory Skills (16<sup>th</sup> – 18<sup>th</sup> June, 2025)

### About The Programme

Supervising people is a complex and difficult aspect of managing. The primary responsibility of every supervisor is to get people to cooperate in meeting explicit organizational goals within the set time and cost constraints. In achieving this, the supervisor, depending on his/her organizational role may engage in activities such as supervising, administrating, persuading, planning, training, developing and controlling. Unfortunately majority of people promoted to a supervisory position or hired into it do not have previous experience or are inadequately prepared for the role.

To be effective as a supervisor, there is the need to develop a broad mix of skills and competences to play many roles. You have to create or help create environments where people are willing to cooperate to achieve common goals.

To achieve quality, service and rapid response, supervisors must utilize all available talents. All team members have unique strengths. Only by discovering how to communicate and understand each other will the supervisor be able to utilize each individual's strengths and build a team that is greater than the sum of its parts.

This three-day intensive course had been designed to help supervisors and potential supervisors to breathe life, confidence and energy into their team members to achieve increased productivity.

The course covers the essential skills and personal qualities that will produce highly effective team leaders. Participants will discover practical and straightforward ways to supervise, lead, organize and motivate in order to achieve outstanding performance and results.

### Course Objectives

- To enable participants make the transition from worker to supervisor
- To develop the teamwork skills of participants
- To improve the communication skills of participants
- To help participants boost productivity

### Course Benefits

At the end of the programme, participants will be able to create a work environment that encourages commitment, innovation and co-operation.

### Course Content

- **Defining the supervisor's role**
  - The Functions and Responsibilities of a Supervisor
  - Key Supervisory Tasks and Competencies
- **Making the Change to Being a Supervisor**
  - Reasons for Failure or Success
- **Leadership and the Supervisor**
  - Leadership styles
  - Understanding your own strengths and those of your organisation
  - Understanding the role and characteristics of a successful leader.
  - Recognising and reviewing your personal style of leadership
  - The characteristics of effective leaders
- **The Effective Team**
  - Identifying the traits of an effective team
  - The key techniques for competent team working
- **Building A Successful Team**
  - Distinguishing team roles and responsibilities
  - Building trust and confidence in those you lead
  - Mentoring others to greatness



- Praising and giving constructive feedback
- Enhancing team performance through training and development
- **Problem Solving and Conflict Resolution within the Team**
- **Handling Team Meetings**
  - Why Have a Meeting
  - Causes of Unproductive Meetings
  - Planning and Preparing for a Meeting
  - Cultivating Behaviors that Foster Group Interaction
- **Communicating Effectively As a Supervisor**
  - Understanding the Channels for Communication
  - Communication Barriers
  - Listening to understand and not just to respond
  - Using Body Language to present a Positive Image
  - Communicating with the Boss and Employees
- **Writing a Memo**
  - Structure of a memo
  - Steps in writing a memo
  - Getting the style right for memo writing
- **Time Management**
  - When and how to organize, delegate or delete work
  - Balancing Professional goals and personal time
  - Devoting more time toward achieving high-priority end goals.
- **Motivation as a Supervisor**
  - Identifying different individual needs
  - How to motivate staff today
  - De-motivation – signs and symptoms
  - Practical exercise

**Duration:** Three (3) Days

**Fees:** - Three Thousand Six Hundred and Fifty Ghana Cedis (GH¢3,650.00.) per participant.

**Venue:** Central Hotel

#### Who Should Attend

All Supervisors, Officers, Managers and anyone who wants to move past the clutter to enjoy unprecedented efficiency and productivity.

### MAS/Advanced Management Skills for Modern Managers (20<sup>th</sup> –23<sup>rd</sup> May: 2<sup>nd</sup> –5<sup>th</sup> September,2025)

#### About the Programme

Successful managers need to inspire enthusiasm and commitment, thus enhancing individual's performance and productivity. Their capability depends on the astute use of their interpersonal, motivation and communication skills.

This is a highly practical four-day programme designed to enable participants combine a sound understanding of the principles of managing people effectively with the competent application of the principles.

#### Course Objectives

- To equip participants with modern tools and techniques necessary for effective management.
- To enable participants identify the qualities required in others and use them to build stronger and more effective teams.

### Course Benefits

At the end of the programme participants will be able to define the main responsibilities and functions involved in managing people effectively.

### Course Contents

- **Strategic Management Development and Effectiveness**
  - The Different Theories of Management
  - Key Management Skills and Competences
  - Characteristics of Effective Managers
  - Managing Continuous Improvement
  - Instilling a Culture of Ethics and Excellence.
- **Managing people effectively**
  - Understanding different behavioural patterns
  - Delegation and supervision
  - Leadership development and effectiveness
- **Managerial administrative skills and techniques**
  - Ascertaining manpower requirements
  - Building loyalty and rewarding achievements
  - Appraising and developing an effective employee reward system
- **Managing for improved performance**
  - Strategic planning
  - Decision making
  - Effective control
- **Management of Change**
  - Identifying the external pressures of change
  - Understanding the process of internal change
  - Appreciating the significance of corporate culture in implementing change
- **Negotiation tactics and techniques**
- **Personal management**
  - Effective use of time
- **Influencing and Empowering as a Manager**
  - Building Trust and Confidence in those You Lead
  - Inspirational Influence
  - Empowering Employees
  - Mentoring and Coaching Others to Greatness
- **Quality of Service Management**
- **Building Self-esteem and confidence**
- **Personal action plans.**

**Duration:** Four (4) Days

**Fees:** Four Thousand Five Hundred Ghana Cedis (GH¢4,500.00) per participant.

**Venue:** Central Hotel

#### Who Should Attend

Managers, Team Leaders, Middle Managers, Supervisors, Decision Makers and those who wish to gain knowledge and understanding of the latest management skills and techniques.

## MSP/Manpower Succession and Planning –The Challenges of Leadership Transition (2<sup>nd</sup> –4<sup>th</sup> June 2025)

### About The Programme

Leadership transition is an integral process for all managers of an organization. It begins long before (and continues long after) the outgoing manager departs, and it presents a remarkable opportunity to move

forward with a new understanding of the complexities, challenges and changes the organization must address.

Succession planning is the process that organizations use to identify and prepare candidates for high-level management positions that become vacant due to retirement, resignation, death or new business opportunities. Although succession planning usually refers to high-leadership roles in a company, it can apply to other roles as well.

One of the most disruptive things that can happen to a company is the sudden need to replace a leader/manager. Without a defined plan in place, a leader's/manager's departure can create confusion and massive risk to an organization's stability.

No matter the type or size of an organization, succession planning is essential to continue to have the business run smoothly upon the departure of staff members. It is important therefore to identify a successor well in advance so that they may be properly trained for the role. This training may occur years in advance of the anticipated exit from the company.

There are many advantages of succession planning, including cost savings, increased retention, and improved morale.

Organizations need to ask themselves: where will the top executives of the future come from and who will be their replacement? Succession planning helps to recognize that future executives may differ markedly in qualifications, characteristics and skills from today's leaders.

#### **Course Objectives**

- To familiarize participants with the principles and techniques of human resource management, succession planning and career planning.
- It will also provide participants with the knowledge, skills and techniques required to effectively manage, develop and utilize human resources in an organization.

#### **Course Benefits**

Participants will be taken through the succession planning process and appreciate the need to develop a diverse workforce by looking at the future make-up of the organization as a whole.

#### **Course Content**

- **Organizational Strategies and Human Development**
  - Factors affecting succession planning and career development
  - Defining strategic and individual objectives
  - Defining core competencies, skills and behaviours
- **Workforce Planning**
  - Critical Position
  - Skill Inventories
  - Long and Short-Term Needs
- **Performance Management**
- **Talent Management**
  - An Organizational Perspective of People as an Asset
  - How Talent Management Processes Can Work
  - Managing Talent Monsters
  - Utilizing Talent Potential
- **Succession Planning and Career Development**
  - Objectives and benefits of succession planning
  - What to look for in successors
- **Generating Policies and Tactics to Execute and Evaluate the Succession Plan.**

**Duration:** Three (3) Days

**Fees:** Three Thousand Six Hundred and Fifty Ghana Cedis (GH¢3,650.00.) per participant.

**Venue:** MJ Grand Hotel

**Who Should Attend:** Heads of Departments, Human Resource Managers, Personnel/Training Managers, Manpower Planners, Career Development Managers and those who have responsibility for staffing, recruitment and succession planning.

## CMH/Championing a Culture of Mental Health and Well-Being at the Workplace- The Role of the 21<sup>st</sup> Century Leader (23<sup>rd</sup> – 25<sup>th</sup> July: 24<sup>th</sup> –26<sup>th</sup> September 2025)

Organisations are beginning to acknowledge that the mental health of their employees is as crucial as their physical health. Changes in our moods, emotions, and stress levels can dramatically affect our ability to achieve employment goals and be productive.

Mental health issues can affect one in four people at some point in their lives. These mental issues can have a significant impact on employee wellbeing. They are a major cause of long-term absence from work making mental health issues a significant concern in the workplace.

Related to these issues is the problem of stigma. Most often discussions surrounding mental health in the workplace are shrouded with stigma, hindering individuals from seeking necessary support and accommodations.

Various research findings indicate that workplace mental health interventions by employers have resulted in improved employee well-being and job performance.

This three-day intensive, fun and interactive training program seeks to empower participants to promote a supportive and inclusive work environment that encourages open communication and psychological safety for employees.

The program focuses on developing the skills needed to provide leadership in championing a culture of mental health and well-being.

### Course Objectives

- To enable participants develop an appreciation of what mental health is and how it impacts employee productivity.
- To enable participants develop and explore the causes of stress and the risks of prolonged or excessive stress.
- To enable participants understand the role of stigma in worsening the mental health epidemic.
- To enable participants develop key workplace policies and procedures that can impact on wellbeing

### Course Benefits

At the end of the program, participants will recognise the physical and behavioural signs of poor mental health in self and others. They will also be able to understand the principles and benefits for promoting positive mental health and wellbeing in their organisations.

### Course Content

- **Mental Health Epidemic at the Workplace-Trends**
- **Understanding Mental Health and the Key Components of Wellbeing**
- **Social Determinants of Mental Health and Wellbeing at the Workplace**
- **The Role of the Leader in the Mental Health and Wellbeing of the Employee**
  
- **Business Case for Taking Care of Your Employees/Teams and The Risks of Not**
  
- **Understanding and Managing Workplace Stress**
  - What is Stress
  - Types of Workplace Stressors
  - Common Stress Related Diseases
  - The Impact of Stress and Burnout at Work
  - Strategies for Managing Workplace Stress
- **Recognising Signs of Poor Mental Health and Offering Support as a Leader**
  - Skills to Identify Triggers and Signs of Mental Health Issues
- **Developing a Psychologically Safe Environment**
  - Leadership and Psychological Safety
  - Recognising Signs of Psychologically Unsafe Environments
  - Communication Skills for Creating Safety

- **Best Practices in Managing Employees who May be Struggling**
  - Your Responsibilities as A Leader
  - Legal Context for Managing Staff Who May Be Struggling
- **Developing Systems and Policies for Supporting Mental Health in the Workplace**
  - Creating a Long-Term Supportive and Sustainable Wellbeing Culture
  - Providing Resources for Physical Fitness, Healthy Lifestyle Choices and Personal Development
- **Personal Action Planning**

**Duration:** Three (3) days

**Fee:** Three Thousand, Six Hundred and Fifty Ghana Cedis (GH¢3,650.00) per participant

**Venue** : Central Hotel, Accra

**Who Should Attend**

This course is designed for Senior Leaders and Executives, Human Resources Managers, Team Leaders, Employee Assistance Program (EAP) Coordinators, Occupational Health and Safety(OHS) Managers, Talent Management and Development Managers, Line Managers and Supervisors and any leader in any organisation interested in delving deeper into issues of mental health and wellbeing, and in developing strategies for promoting a psychologically safe working environment.

## **LAI/Leveraging Artificial Intelligence (AI) in Leadership, Decision-Making and Policy Formulation (2<sup>nd</sup> – 5<sup>th</sup> July: 15<sup>th</sup> –18<sup>th</sup> October 2025)**

The role of Artificial Intelligence (AI) in transforming leadership and organizational management has increased significantly over the past few years.

The use of AI has been found to enhance decision-making processes, optimize operational efficiency, and reshape leadership competencies.

The increasing use of machine learning, data analytics, and automation has equipped leaders and managers with effective and efficient tools to make data-driven decisions, streamline operations, and enhance workforce management.

However, despite the substantial benefits offered by AI, it may also come with ethical dilemmas including issues of transparency, accountability and bias, as well as the challenges organizations face in AI adoption, such as costs and employee resistance.

This four-day residential, intense and participatory training program has been structured to equip leaders and managers with the skills, knowledge and strategies needed to effectively apply AI in decision-making and policy formulation.

Through a combination of lectures, group discussions, case studies, and hands-on exercises, participants will gain a deep understanding of AI concepts and practical skills to lead their organization into an AI-driven future.

The program will also examine the ethical dilemmas and how to navigate these challenges to fully leverage AI's potential for leadership and management success.

**Course Objectives**

- To demonstrate to participants the substantial impact of AI on organizational management
- To enable participants develop strategies for integrating AI into their leadership roles
- To enable participants lead AI initiatives and drive AI adoption in their respective organisations.

**Course Benefits**

At the end of the course, participants will gain insight into decision-making with AI and the importance of fairness and transparency in creating explainable AI systems, as well as the ethical principles and governance policies that build trust in using AI and Machine Learning.

**Course Content**



- **Introduction to Artificial Intelligence (AI)**
  - Overview of AI: Concepts, History, and Applications
  - The Role of AI in Leadership and Management
  - Key AI Technologies: Machine Learning, Natural Language Processing, and Computer Vision
  - The Future of AI in Business and its Disruptive Potential
- **AI in Policy-Making**
  - The Role of AI in Policy and Governance
  - AI Policy Frameworks and Guidelines
  - AI Policy Cycle-Policy Design, Policy Implementation, Policy Intelligence
  - Data Analytics and AI Improved Governmental Decision-Making and Governance
  - Review of Some National AI Strategies and Policies-US,Finland,Australia,Nigeria and Egypt
  - Review of Private Sector Approaches to AI Usage-Case Scenarios in Healthcare, Transportation and Logistics, Finance and Banking, Retail and E-Commerce, Manufacturing, Education, Entertainment and Media, and Agriculture.
- **AI in Decision-Making**
  - AI-Powered Decision Support Systems
  - Types of Data and Sources to Make Effective Decisions
  - Leveraging AI for Data-Driven Decision-Making
  - Real-time Analytics and Predictive AI
  - Evaluating AI Tools For Decision Support
- **AI in Strategic Decision-Making**
  - Case Scenarios from the Public and Private Sectors
- **Challenges and Ethical Implications of AI in Leadership and Management**
  - Ethical Issues in AI: Bias, Fairness, and Accountability
  - Legal and Regulatory Challenges in AI Implementation
  - Data Privacy and Security in AI-Driven Transformations
  - The Future of Work: AI and the Workforce
- **Drafting An AI Policy Statement for Your Organization**
  - Elements of an AI policy
  - Challenges of AI Adoption in Organizational Management
  - Smart Training
  - Best Practices for Use of Artificial Intelligence Tools in the Workplace

**Duration:** Four (4) days

**Fees:** - Seventeen Thousand Nine Hundred and Fifty Ghana Cedis (GH¢17,950.00) per participant.

**Venue:** Peduase Valley Resort, Near the Peduase Presidential Lodge.

**Who Should Attend**

The training course is tailored for senior leaders and decision-makers in the public,private and governmental sectors who want to harness the power of AI to drive innovation, policy formulation, make informed decisions, and stay ahead in a rapidly changing landscape.

It is suitable for *Chief Directors and Directors of Ministries, Departments and Agencies, Chief Executive Officers, Chief Finance Officers, Chief Technology Officers, Chief Operating Officers, Chief Marketing Officers, Heads of Human Resources, Directors, Leaders and Senior Managers*

## MPS/ Effective Procurement and Supply Chain Management (26<sup>th</sup> – 28<sup>th</sup> March 2025)

### About the Programme

The shrinking of the global economy has increased supplier failures in the domestic market as well as in the international market thus threatening supply chain stability. A supply chain breakdown can devastate an organization financially and cause extensive reputational implications.

To be able to enhance organizations operations, ensure strong customer relations and a competitive position, managers need to ensure procurement and supply chain management system that begins with supplier selection and relies on key risk indicators and early intervention to prevent and mitigate the impact of supply chain breakdowns.

This three (3) day intensive programme is a highly interactive, practice-driven one that teaches participants procurement and supply chain management skills and best practices to help organizations improve service, cut costs and increase the flow of information to boost supplier-customer relations.

### Course Objectives

- To provide participants with strategies, tools and techniques to manage their supply chain system.
- To enable participants appreciate the challenges to supply chain management
- To enable participants manage effectively the supply chain to create considerable competitive advantage in cost and service levels.

### Course Benefits

At the end of the training programme participants would have acquire the skills to help their company achieve breakthroughs in speed, flexibility, efficiency and responsiveness to boost supplier-customer relations.

### Course Content

#### • Principles of Procurement and Supply Chain Management

- Definition, models and evolution of procurement and supply chain management
- Current opportunities and challenges
- Influence on the organization
- Impact of globalization on procurement and supply chain tasks

#### • Purchasing and Procurement

- Basic purchasing: its pitfalls
- Evolvement to procurement
- The role and responsibilities of procurement
- The buyer's responsibilities
- Supplier relations approaches

#### • Managing the procurement process-The Procurement Act

#### • Supply Chains – What They Are – What They Cover

- The need for supply chain management
- Basics of supply chain management
- The holistic view of business processes
- Supply chain management success factors

#### • Drivers of Supply Chain Management

- Facilities
- Inventory
- Transportation
- Information

#### • Integration of Procurement in Supply Chain Management

- Supply chain efficiency
- New products and services
- How to accelerate procurement's integration
- The integration of suppliers
- Measurement of success

- **Inventory Management**

- Types and functions of inventory
- Inventory costs
- Inventory management and systems
- Stock-taking techniques and control
- Safety stock

- **Material and Distribution Handling**

- Material Handling System Design
- Material handling system components
- Warehousing management systems
- Distribution Decisions
- Transport modes

- **Importance of Customer Service**

- The customer experience
- Managing customer expectations
- The role of the customer – internal customer/suppliers

- **Risk Assessment**

- **Information Technology's Role in the Supply Chain**

- **Supply Chain Audit**

- Scope, methodology and desired outputs

- **Case Study**

- **Personal Action Plans**

**Duration:** Three (3) Days

**Fees:** Three Thousand Six Hundred and Fifty Ghana Cedis (GH¢3,650.00) per participant

**Venue:** Miklin Hotel

**Who Should Attend**

Supply Chain Managers/Officers, Finance and Accounting Managers, Purchasing and Procurement Managers/Officers, Logistics Managers/Officers, Stores and Inventory Managers, Transport Managers/Officers and any manager who want to understand how to effectively use procurement within their supply chain management system.

## **MEW/Effective Warehouse Management-Design, Techniques and Operations (14<sup>TH</sup> – 16<sup>TH</sup> MAY: 25<sup>th</sup> –27<sup>th</sup> August 2025)**

### **About the Program**

An effective warehouse management is a critical function in delivering superior customer satisfaction and return on investment for an organization in a competitive global and lean supply chain regime.

Managing the warehouse properly can provide substantial benefits to the organization.

This three-day program examines in depth the principles of good stock management, how to maintain the correct stock levels without affecting the efficiency within the organization while contributing significantly towards the minimization of a company's cash flow problems and improved profitability. The program will look at the design, tools and techniques to effectively manage the warehouse effectively.

The course has been structured to develop existing skills of participants so that they can analyse and then improve their warehouse operations.

### **Course Objectives**

- To enable participants appreciate the impact of good stock management on the profitability of an organization.
- Leveraging information technology to improve warehouse management
- To enable participants run warehouse operations more productively

### **Course Benefits**

At the end of the program, participants would gain a greater awareness of the issues and key drivers of warehouse operations.

### Course Content

- **Principles of warehousing and inventory management**

- The role of the warehouse
- Stores layout and facilities
- Modern storage and warehousing practices

- **Uses and abuses of inventory**

- Importance of inventory
- Matching demand and supply
- Minimizing risks and costs

- **Financial Effects of Inventory**

- Profit, loss and balance sheet effects
- Physical costs

- **Material Identification Systems**

- Codification
- Standardization
- Variety Reduction

- **Physical stock-taking and stock verification**

- **Inventory Control, Concepts and Techniques**

- ABC, HML, XYZ FSN etc Analysis
- Movement Analysis
- Criticality Analysis
- Zero Inventory and Just-In-time Inventory Systems
- Push/Pull Inventory
- Vendor Managed Inventory

- **Warehousing Safety**

- Sources of warehouse hazards
- Good practice, layout and safety
- Equipment and safety
- Developing a safety attitude

- **Records Management in the Warehouse**

- Records filing
- Records retrieval and control
- Records safety and security

- **Automated Stock Control**

- Criteria for automation

- **Warehouse Best Practices and Benchmarking**

**Duration:** Three (3) days

**Fee:** Two Thousand, Eight Hundred and Fifty Ghana Cedis (GH¢2,850.00) per participant

**Venue :** Dr. Frempong Conference Room, STEPRI, Accra

### Who Should Attend

Warehouse, Stores and Material Managers and Supervisors, Production and Manufacturing Professionals, Distribution Professionals, Inventory, Logistics and Procurement Managers and any Senior/Middle or Functional Manager who wants to understand warehousing and inventory management.

## IMB /Inventory Management Best Practices- (18<sup>th</sup> –20<sup>th</sup> June; 10<sup>th</sup> – 12<sup>th</sup> September 2025)

### About the Program

Inventory management is a critical function in every organisation and if managed well can provide substantial benefits to the business.

This three-day program examines in depth the principles of good inventory management, how to maintain the correct stock levels without affecting efficiency within the organization while contributing significantly towards the minimization of a company's cash flow problems and improved profitability. The program also looks at the various types of hazards likely to be encountered in the management of inventory. Hazards like trips, falls, falling objects, use of warehouse equipment and handling of materials in a warehouse could pose dangers to workers in the warehouse.

The course has been structured to develop existing skills of participants and to provide best practices in inventory management.

### Course Objectives

- To enable participants appreciate the impact of good inventory management on the profitability of an organization.
- To enable participants understand and implement “world class” tools for managing inventory in the supply chain
- To enable participants run inventory operations more productively using best practices

### Course Benefits

At the end of the program, participants would gain a greater awareness of the issues and key drivers of inventory management.

### Course Content

#### •Introduction and Overview of Procurement and General Effective

#### Inventory Management

- Overview on Procurement and its Functions
- The Overall Goals of Procurement
- The Profit Impact of Procurement
- General Effective Inventory Management
- Why Do Companies Need Inventory

#### •Inventory Flow in the Supply Chain

#### •Supply Chain and Inventory Dynamics

#### •Financial Effects of Inventory

- Profit , loss effects and balance sheet effects
- Physical costs

#### •Effective Inventory Technique and Safety Stocks

- Inventory techniques and its types
- Binning system, visual technique
- Ordering quantities and periodic inventory system
- Replenishment Methods, Reorder Point and Reorder Level (ROP / ROL)
- Requirements Planning Systems, Bills of Material and Inventory Planning
- Safety stocks and safety stock calculations

#### •Managing Effective Stock Turns

- Inventory Turnover and How to Calculate the Turnover
- Action Plan for Stock Reduction
- What Should the Company Turnover be
- Use of Stockturns to Assess Shelf-Life Calculation
- Inventory Vs Stock Outs Vs Obsolescence
- Forecasting Methods, Usage and Smoothing



• **Inventory Control, Concepts and Techniques**

- ABC, HML, XYZ FSN Etc Analysis
- Movement Analysis
- Criticality Analysis
- Zero Inventory and Just-In-Time Inventory Systems
- Push/pull inventory
- Vendor managed inventory

• **Material Identification Systems**

- Codification
- Standardization
- Variety reduction

• **Protection Against Hazards**

- Material Handling Protection
- Precautions for Cranes, Hoists and Derricks
- Safe Forklift Operation
- Safe Lifting
- Ladder Safety
- Loading Dock Safety

• **Good Housekeeping Procedures**

- Safe Storage Practices
- Packing and Unpacking
- Preventing Falling Objects
- Records Keeping in Inventory Management

• **Automation in Inventory Management**

- Criteria for Automation
- Capital Versus Expense Rationale

• **Personal Action Plans**

**Duration:** Three (3) Days

**Fees:** Two Thousand Eight Hundred and Fifty Ghana Cedis (GH¢2,850.00)

**Venue:** Dr. Frempong Conference Room, STEPRI

**Who Should Attend?**

Inventory Managers, Warehouse Supervisors, Materials Planners, Buyers, Procurement Officers, Supply Chain Professionals, Finance Professionals managing inventory investments, Professionals responsible for reducing costs, increasing productivity, and improving customer service levels and anyone involved in the value chain of inventory management.

## **MFM/Facilities Management (7<sup>th</sup> –9<sup>th</sup> May: 20<sup>th</sup> –22<sup>nd</sup> August, 2025)**

### **About the Programme**

Business must keep adapting its buildings and facilities to meet the changing needs of the organization if they want to succeed. Facilities management requires that every organization relies on a mix of functions and services to provide the support essential to its core business operations.

As organizers, facility managers are to ensure that the workplace meets the needs of employees and users of the facility by creating the most suitable working environment for users and their activities. They do this by managing all of the required services. These services may range from building and ground services, health and safety, security, space management, utilities and communication infrastructure etc.

To be effective, managers of these facilities not only have to provide a cost effective and safe environment but also respond to adapting its buildings and facilities to meet the changing needs of the organization. This practical and informative four day programme has been designed to equip participants with the tools and knowledge necessary to become successful facilities managers.

### Course Objectives

- To provide participants with an integrated understanding of the complementary disciplines applicable to the management of facilities
- To enable participants identify the technical skills and business skills required to solve customer requirements in facilities.
- To equip participants with the tools and knowledge to provide a safe and secure environment for users of their facilities

### Course Benefits

At the end of the program, participants will have a comprehensive understanding of how to manage and maintain cost-effective and safe facilities that operate at peak performance levels.

### Course Contents

#### • The Scope of Facility Management

- The facility manager's role including the skill sets, knowledge and abilities required to effectively perform their work

- Basic operation and maintenance concepts and practices
- Changing trends in facility management

#### • Health and Safety in Managing Facilities

- Legal trends and requirements
- Occupational Safety and Health Standards for facilities
- Conducting risk assessment for the health and safety of building occupants
- Incident investigation and reporting
- Emergency planning and response
- Communicating information about hazardous materials to building occupants

#### • Using software technologies in facility management

- Building Automation Systems (BAS)
- Energy Management Systems (EMS)
- Integrated Workplace Management Systems (IWMS)

#### • Facility Management Security

- Types of facility security threats
- Security procedures and processes
- Conducting security audit to assess threats
- Using security measures to protect the facility

#### • Customer Relationship Management in Facility Management

- The importance of the customer experience in facility management
- Identifying and meeting the expectations of customers
- Conducting customer surveys and using the results to improve facility services
- Dealing with positive and negative customer feedback
- Developing strategies to continuously improve customer relationships

#### • Risk Management in Facility Management

- The legal, moral and business case for facilities risk management
- Tools and techniques to identify facilities activities that give rise to significant risks
- Planning for lower risk

#### • Managing Contractors in Facility Management

- Determining which facility services should be outsourced
- Types of service contracts
- Evaluating facility service provider's proposals
- Negotiating with contractors
- Monitoring facility service contracts

#### • Property Strategies

#### • Action Planning where do we go from here

**Duration:** Three (3) Days

**Fees** Two Thousand Eight Hundred and Fifty Ghana Cedis (GH¢2,850.00) per participant

**Venue:** Dr. Frempong Conference Room, STEPRI

**Who Should Attend:** Facility Managers/Supervisors, Operations Managers/ Supervisors, Human Resource and Administration Managers, Warehouse/Stores Managers, Support Services Managers/Supervisors, General Services Managers/Supervisors, Harbour and Port Managers, Property Managers, Assets Managers, Security Managers, Housekeeping Managers/Supervisors and all line, middle and senior managers in a facility management role.

## **CWS/Providing World-Class Customer Service – How to Win and Keep Customers Forever (9<sup>th</sup> – 11<sup>th</sup> July: 3<sup>rd</sup> – 5<sup>th</sup> November 2025)**

### **About the Programme**

Strong customer service is a valuable asset especially in today's competitive, high-tech-oriented and increasingly impersonal business world. Gradually products or service portfolio of companies are becoming similar. The single greatest way a company could distinguish itself from the competition therefore is the level of service it offers. The higher the level of service offered by the organization, the more successful it will be in the competitive environment.

The role of the customer service representative is therefore crucial in this aspect because they interact daily with customers and are perceived to be the organization in the customers' eyes. What is good customer service? How can it go from good to legendary? What are the pitfalls that many people fall into when providing customer service? What is the best way to handle difficult customers?

This participative, information packed three-day training session provides answers to these and other important customer service issues. Through a combination of lectures, group discussion, practical exercises, case studies and video clips and breakout sessions, participants will reinforce their knowledge and skills.

### **Course Objectives**

- To help participants develop, practice and improve their skills in customer service including communication, listening, conflict resolution and team building.
- To enable participants use the power of the internet and associate tools to deliver world class customer service.
- To enable participants recognize and adapt to specific customer behaviour styles.
- To enable participants enhance the use of proven tools and techniques to handle difficult and unhappy customers.

### **Course Benefits**

At the end of the programme participants, will appreciate how delivering excellent customer service increases revenue, attractive employee benefits and reduces personal stress at work.

### **Course Content**

- **The Importance of Providing World -Class Customer Service**
  - Identifying factors that make service outstanding
  - Identifying factors that send customers to competitors
  - The Importance of a Customer Focused Culture
  - The Pillars of a Customer Focused Culture
  - Benefits of Excellent Service
  - Building a Customer Centric Organization
- **Teamwork and Managing Customer Expectations**
  - Identifying the expectations of customers
  - Preparing to handle the expectations of customers
  - Internal Customer Service and Excellent Customer Service
- **Communicating with Clarity and Excellence**
  - Understanding Different Communication Styles
  - Questioning Skills to Identify a Customer's Expectations -Winning With Words
  - Building On Your Listening Skills
  - Using Your Body Language to Improve Personal Image
- **Positive Customer Care Attitudes**
  - Appreciating How Emotions Are Created

- Developing Strategies to Remain Optimistic and Calm Under Pressure
- Changing Your Emotional State to Avoid Negative Emotional Carryover
- Developing a Customer-Focused Mindset

• **Handling the Telephone to Deliver Excellent Customer Service**

• **Dealing with Difficult Customers with Diplomacy and Tact**

- Recognizing and Responding Effectively to Specific Customer Behaviours
- Listening To an Angry Customer So That They Calm Down
- Remaining Calm During Interactions with Difficult Customers
- Turning An Angry Customer into a Happy Repeat Customer

• **Service Recovery Strategies to Promote Customer Retention**

• **Using Social Media to Enhance Customer Service**

- The Role of Social Media in Customer Service
- Various Social Tools and Techniques Used in Serving Customers
- Monitoring Your Brand on Social Media, Blogs, and Other Digital Channel

• **Best Practices of World-Class Customer Service Providers**

• **Personal Action Plans**

**Duration:** Three (3) days

**Fees:** - Two Thousand Seven Hundred and Fifty Ghana Cedis (GH¢2,750.00.) per participant.

**Venue:** Dr. Frempong Conference Room,STEPRI

**Who Should Attend:** Marketing Professionals, Customer Service Representatives, Key Account Managers, Relationship Managers, Field Sales Representatives and Customer Experience Professionals



## CXM/Effective Customer Experience Management (CXM) ( 26<sup>th</sup> – 28<sup>th</sup> May: 15<sup>th</sup> – 17<sup>th</sup> September 2025)

### About the Program

In fiercely competitive markets where products and services are similar, creating and enhancing customer value through Customer Experience Management (CXM) is the appropriate strategy for building customer loyalty and the business.

The fundamental principle upon which **Customer Experience Management (CXM)** is founded is that the higher the value of the customer experience or interactions with a company, from their first point of contact to the post-purchase stage level - not just the product or service- then the longer the customer will stay with the company.

Therefore, businesses that can create a memorable customer experience can foster customer loyalty, increase brand reputation, and boost sales.

This three-day intensive and very participative program, looks at the practical application of customer experience management principles and how they could be used to build competitive advantage.

It is a program designed to challenge and stimulate the participants and explore key ideas relating to customer experience strategy to drive a successful customer experience ecosystem.

### Course Objectives

- To enable participants analyse and interpret customer insights, implement actions and champion a customer-centric culture to enhance the customer experience and drive business success.
- To enable participants learn the value of customer experience, how to apply customer focused design principles and collaborate with others to enhance customer experience.
- To enable participants understand the strategic elements that drive a successful customer experience ecosystem and achieve an organisation-wide alignment.

### Course Benefits

At the end of the program, participants will acquire the knowledge, skills, and tools necessary to create exceptional customer experiences that drive customer loyalty, advocacy, and business growth.

### Course Content

- **The Fundamental Principles of Customer Experience Management (CXM)**
  - The Importance of CXM In Today's Business Landscape
  - Defining a Framework For CXM
  - Justification for Profitable Customer Experience
  - The Roles and Responsibilities of a Customer-Focused Manager
- **Understanding Customer-Centric Design**
  - What is Customer-Centricity, and Why Does It Matter?
  - Customer-Centric Thinking and Practices-Cases
- **Customer Retention and Loyalty**
  - Customer Defection-Facts
  - Types of Defections
  - Reasons Why Customers Defect
  - Customer Retention Strategies to Prevent Defection
- **Identifying Customer Touchpoints and Mapping Customer Journeys**
  - Designing and Implementing Exceptional Customer Journeys
  - Customer Journey Mapping: Identifying Touchpoints, Emotions, and Pain Points
  - Designing Customer Journeys for Positive Experience at Every Touchpoint
- **Setting CMX Metrics and KPIs for Measuring Success**
  - Net Promoter Score (NPS)
  - Customer Satisfaction (CSAT)
  - Customer Effort Score (CES)
  - Customer Sentiment
  - Customer Emotional Intensity

- **Measuring Customer Experience Metrics?**
  - Analysing CXM data and Identifying Areas for Improvement
- **Providing Customer Experience Leadership**
  - Creating a CXM Strategy
  - Changing Customer Expectations
  - Human-Centric Design
  - Loyalty Programs in Action
  - Future Customer Experience
- **Adapting New Technologies to Maximize Impact on CXM**
  - The Expanding Horizons of Virtual and Augmented Reality
  - Artificial Intelligence (AI)
  - Chatbots
- **Best Practices in Customer Experience Management**
  - Cases

**Duration:** Three (3) days

**Fees:** - Three Thousand Six Hundred and Fifty Ghana Cedis (GH¢3,650.00) per participant.

**Venue:** Coconut Groove Hotel

**Who Should Attend:** Customer Experience Managers / Officers, Head of Customer Service Departments, Customer Relationship Managers, Customer Service Department Managers / Supervisors, Customer Satisfaction Managers /Supervisors,Account Managers,Team Leaders,Team Managers ,Procurement Mangers,Finance and Accounting Managers,Supply Chain Managers,Technical Support Managers and all Managers required to understand customer experience.

