



● Business Advisory Services  
● Training ● Marketing Research

# Executive Training Programs 2026



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# Advanced Management Skills For Modern Managers

## DATES

(19TH-22ND MAY OR 1ST-4 TH SEPTEMBER, 2026)

## Advanced Management Skills



## Course Overview

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 Outline

- **Overview of Management Theories**
  - Classical Management Theory
  - Behavioural Management Theory
  - Modern Management Theory
- **Principle of Administrative Management Theory**
  - Planning, Coordination, Decision-Making and Problem Solving as a Manager
- **Strategic Management Development and Effectiveness**
  - Key Management Skills and Competences
  - Characteristics of Effective Managers
  - Managing Continuous Improvement
  - Leadership Development and Effectiveness
  - Instilling a Culture of Ethics and Excellence.
- **Managing People Effectively**
  - Understanding Different Behavioural Patterns
  - Delegation and Supervision
- **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**
  - Performance Appraisal
  - Effective Control

## Learning Outcomes

- 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.

## Learning Benefits

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

- **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**
- **Diversity, Equity and Inclusion**
  - Understanding Diversity
  - Equity vs. Equality at the Workplace
  - Strategies for Inclusive Leadership
- **Building Self-Esteem and Confidence**
- **Personal Action Plans.**

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

**Duration:** Four (4) Days  
**Fees:** Five Thousand and Forty Ghana Cedis (GH¢5,040.00) per participant.  
**Venue:** AH Hotel, Accra

\*The fees quoted are exclusive of VAT and NHIL but covers tuition, all written materials, certificate, and meals. VAT, NHIL and other levies will be added when invoice is issued

\*\*Tentative Venue

\*Payment Details-Payment on or before start of program by cheque in the name of CBM Consult Ltd..

**To Register Call or Email**

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# Ethical Leadership and People Management Skills

## DATES

(27th–30th April OR 20th –23rd July OR 28th September – 1st October



## Course Overview

Over the years, various approaches about the concept of leadership had revolved around the leader's capability to influence others, competently.

It is however becoming increasingly apparent that the future of business, and the future of leading change at the workplace practices will be leadership that is more ethical and strives to deliver results in a more holistic way.

Ethical Leadership and People Management skills are about providing value to businesses by inspiring employees to be motivated to achieve high standards of performance and live up to the company's values.

Closely related to ethical leadership, is transparency. Transparency is essential to an ethical climate in an organization which should be evident in communications, practices, policies, meetings, and other interactions.

This four-day training program seeks to discuss ethical leadership and people management skills through a practical, interactive session with supporting case studies. Best practice approaches will be developed and discussed to identify how to make them work.

## Course Outline

### • Leadership Development

- Managing Vs Leading
- Leading from the Front or Leading from a Distance
- Leadership Styles
- Recognising and Reviewing Your Personal Style of Leadership

### • Principles of Ethical Leadership

- The Importance of Ethical Leadership
- Traits of Ethical Leaders
- Corporate Culture and Ethical Leadership
- Ethics in Decision-Making
- Building an Ethical Organisational Culture of Ethics and Excellence

### • Ethical Leadership and Emotional Intelligence

- Self-Awareness and Authenticity
- Emotional Regulation in Ethical Dilemmas

- Interpersonal Skills and Building Ethical Cultures
- Long-Term Vision and Sustainable Ethical Leadership

### • Leading with Integrity and Transparency

- The Importance of Integrity and Transparency in Leadership
- Modelling Integrity and Transparency
- Creating a Culture of Accountability
- Dealing with Team Problems
- Inspiring Enthusiasm and Commitment Among Team Members
- Building Trust and Credibility in Teams

### • Coaching and Mentoring

- Similarities and Differences
- Approaches and Frameworks (GROW and the Skilled Helper)
- Using the Framework Within a Learning Relationship to Guide Career Conversations

## Learning Outcomes

- To provide a fund of practical ideas that will lead to improved leadership performance
- To enable participants, appreciate the importance of developing strong work ethics and transparency to impact positively on team members
- To enable participants, identify ethical leadership and people management qualities and characteristics
- To help participants create a work environment that encourages commitment, innovation and co-operation.

## Learning Benefits

- At the end of the program, participants will be able to define the main issues involved in ethically leading people.
- Participants will also appreciate how transparency and people management skills could lead to increased productivity.

### • The Manager as Influencer

- Influence vs Authority
- Cialdini's Principles of Persuasion
- Influence Style Self-Assessment

### • Motivation as a Manager

- Identifying Different Individual Needs
- How to Motivate Staff Today
- De-Motivation – Signs and Symptoms
- Practical Exercise

### • Communicating Effectively

- Identifying Communication Challenges
- Influencing how Your Communication is Received
- Giving and Receiving Criticisms
- Developing Effective Listening Skills
- Understanding Different Staff Communication Styles

### • 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

### • Handling Conflict

- Reasons for Conflict
- Recognizing Conflict
- Resolving and Eliminating Personality Conflicts

**Target Audience:** 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.

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**Duration:** Four (4) days

**Fees:** Five Thousand and Forty Ghana Cedis (GH¢5,040.00) per participant

**Venue:** AH Hotel, Accra

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# Effective Management Skills for Supervisors and Newly Appointed Managers

**Dates: 24th-27th March OR 29th June- 2nd July OR 8th-11th December**

## Course Overview

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 will enable participants 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.

## Learning Outcomes

- To set out clear guidelines for effective management
- Create a forum to analyze practical ways to organize and apply the people management techniques to get maximum performance.
- To provide a comprehensive framework for future development.

## Learning Benefits

- An invaluable insight into the management techniques and skills that every successful manager needs.
- Participants will be able to tackle their challenges with confidence and drive performance for themselves and their team.

## Course Outline

### • 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.
- Differentiating between strategy and tactics
- Measuring progress against objectives

### • Leadership and Effective Supervision

- The mechanics and dynamics of supervision
- Developing leadership skills

### • Time Management

- When and how to organize, delegate or delete work
- Devoting more time toward achieving high-priority end goals.

### • Motivation as a Manager

- 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 and recognizing conflict
- Resolving and eliminating personality conflicts

### • Customer Service and Satisfaction

- Supervising customer care
- Handling problems and complaints

**Target Audience:** 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.

**Duration:** Four (4) Days

**Fees:** Five Thousand and Forty Ghana Cedis (GH¢5,040.00) per participant  
**Venue:** Central Hotel, Accra

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## RESIDENTIAL PROGRAM

# Leveraging Artificial Intelligence (AI) in Leadership, Decision-Making and Policy Formulation

**Dates: 7th–10th July OR 13th–16th October**



## Learning Outcomes

- 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.

## Learning 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 Outline

- **Introduction to Artificial Intelligence (AI)**
  - Overview of AI: Concepts, History, and Applications
  - The Role of AI in Leadership and Management
  - 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

## Course Overview

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.

AI has equipped leaders and managers with effective and efficient tools to make data-driven decisions, streamline operations, and enhance workforce management.

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.

- 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

## Target Audience

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**

**Duration:** Four (4) Days

**Fees:** Five Thousand Four Hundred Ghana Cedis (GH¢5,400.00) per participant

**Venue:** AH Hotel

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# Championing a Culture of Mental Health and Employee Wellness at the Workplace-The Role of the 21st Century Leader

**Dates: 27th-29th July OR 23rd-25th September, 2026**

## Learning Outcomes

- To empower participants to promote a supportive and inclusive work environment that encourages open communication and psychological safety for employees.
- To enable participants develop key workplace policies and procedures that can impact on well being

## Learning 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 Outline

- **Introduction to Wellness and Productivity**
  - Dimensions and Components of Wellness
  - Understanding the Connection Between Wellness and Performance
  - Defining Productivity-Quality vs Quantity
  - Physical and Mental Well-Being
  - Impact of Nutrition, Exercise and Sleep Essentials
- **Social Determinants of Mental Health and Wellness at the Workplace**
- **The Range and Conditions of Mental Health Faced by Employees at the Workplace**
  - Anxiety Disorders
  - Depression
  - Bipolar Disorder
  - Attention-Deficit/Hyperactivity Disorder (ADHD)
  - Post-Traumatic Stress Disorder (PTSD)
  - Autism Spectrum Disorder (ASD)
- **Mental Health Awareness and Reducing Stigma**

## Course Overview

The demanding nature of work can take a toll on employees' physical and mental health, impacting their productivity and overall well-being.

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.

Wellness goes beyond physical health and encompasses mental, emotional, and social well-being. Employers are recognizing the importance of fostering a holistic approach to wellness. Prioritizing wellness leads to happier, more productive employees and a positive corporate culture, ultimately benefiting individuals and the organization.

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.

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.

Participants will explore practical strategies for managing fatigue, reducing stress, improving focus, and building healthier routines—even in the face of unpredictable schedules and operational demands.

Through interactive exercises, real-life scenarios, case studies, this program will empower participants to take charge of their health and wellness so they can perform at their best and feel their best, every day.

### • 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

### • What is Fatigue and the Causes of Fatigue

- Effects of Fatigue on the Staff
- Symptoms of Fatigue
- Fatigue Management Strategies

### • Creating a Psychologically Safe Environment

- Psychologically Safe Environment-What it Means
- Recognising Signs of Psychologically Unsafe Environments
- Managing Conflict and Difficult Conversations
- Building Trust and Collaboration
- Promoting Inclusivity and Belonging
- Communication Skills for Creating Safety

### • Creating a Long-Term Supportive and Sustainable Wellbeing Culture for Increased Productivity

- Setting Personal and Organizational Wellness Goals

- Physical Fitness, Healthy Lifestyle Choices, Nutrition and Personal Development
- Preventive Health Care
- Time Management for Increased Productivity

### • Organizational Support for Wellness

- Leadership Role in Developing Key Workplace Interventions, Policies and Procedures for the Range of Conditions faced by Employees that Can Impact on Mental Health and Wellness

### • 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 Plan

**Target Audience:** 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.

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**Duration:** Three (3) days

**Fees:** Four Thousand One Hundred Ghana Cedis (GH¢4,100.00) per participant

**Venue:** Central Hotel, Accra

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# Successful Negotiation, Lobbying and Influencing Skills

**Date:**  
**7th– 9th April OR 7th – 9th October 2026**

## Course Overview

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.

Participants will identify their sphere of influences and how to create a personal influence map.

The programme uses video clips showing typical negotiating, lobbying and influencing 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.
- To provide participants with the skills and knowledge to successfully lobby and build their emotional intelligence in influence

### Target Audience

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



## Learning Benefits

A better understanding of the dos and don'ts of negotiation.  
How to get the best out of every negotiation. Participants will also enhance their lobbying and influencing skills.

## Course Outline

### • 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.

### • The Manager as Influencer

- Influence vs Authority
- Cialdini's Principles of Persuasion
- Influence Style Self-Assessment

### • Emotional Intelligence in Influence

- Emotional Intelligence and Influence-The Connection
- Influencing Up, Down and Across
- Managing Up and Cross-Functional Collaboration

### • Building Your Sphere of Influence

- Understanding the Sphere of Influence
- Creating a Personal Influence Map
- Turning Influence into Impact

### • What is Lobbying?

- What is Lobbying?
- Myths and Realities
- Elements of Successful Lobbying
- Internal vs External Lobbying
- Legal and Ethical Frameworks
- Lobbying in an Organisational Setting

### • Communication and Persuasion

- negotiate with customers, suppliers and others.

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# Team Building Skills for Managers and Supervisors

**Dates:** 6th-8th May OR 21st-23rd October

## Course Overview

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.

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 rational for team approaches to work.
- To help participants create a team meeting environment that encourages commitment, innovation and co-operation among team members.

### Target Audience

This programme has been designed for all Leaders and Professionals, Human Resource Professionals, Learning & Development Professionals, Team Leaders, Supervisors, Technical Staff and New Personnel being groomed for leadership



## Learning Benefits

Participants after this programme will also be able to develop a set of team player skills to function effectively.

## Course Outline

- **The Effective Team**  
-Identifying the traits of an effective 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**  
-Building trust in team relationships  
-Counselling, mentoring and coaching
- **Managing Remote Teams**



**Duration:** Three (3) days

**Fees:** Four Thousand One Hundred Ghana Cedis (GH¢4,100.00) per participant

**Venue:** Coconut Groove Hotel

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# Leadership and Innovative Management Skills for Women Leaders

**Dates:** 11-13 March OR 26-28 August OR 16-18 November, 2026



## Learning Outcomes

- 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

## Learning Benefits

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

## Course Outline

- **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

## Course Overview

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.

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.

- **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**

## Target Audience

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.

**Duration:** Three (3) days

**Fees:** Four Thousand One Hundred Ghana Cedis (GH¢4,100.00) per participant

**Venue:** AH Hotel, Accra

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# Effective Customer Experience Management (CXM)

**Date: 3-5 June OR 14-16 September, 2026**

## Course Overview

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.

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 Outline

- **The Fundamental Principles of Customer Experience Management (CXM)**
  - The Importance of CXM In Today's Business Landscape
  - Defining a Framework For CXM
- **Understanding Customer-Centric Design**
  - What is Customer-Centricity, and Why Does It Matter?
  - Customer-Centric Thinking and Practices - Cases

### Target Audience

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.

## Learning Outcomes

- 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.

## Learning 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.

- **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**
  - 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:** Four Thousand One Hundred Ghana Cedis (GH¢4,100.00) per participant

**Venue:** Coconut Groove Hotel

\*The fees quoted are exclusive of VAT and NHIL but covers tuition, all written materials, certificate, and meals. VAT, NHIL and other levies will be added when invoice is issued

\*\*Payment Details-Payment on or before start of program by cheque in the name of CBM Consult Ltd..

**To Register Call or Email**

☎ 024-3962141 / 027-7568209 / 020-3852834

E-mail: [info@cbmconsultltd.com](mailto:info@cbmconsultltd.com) / [registration@cbmconsultltd.com](mailto:registration@cbmconsultltd.com)

## ***TRAINING COURSES BOOKING FORM***

- **Please photocopy this template for multiple use and repeat bookings.**

Three Easy Ways to Book

(1) **Call** on +233 [0]20-3852834/+233 [0] 27-7568209/+233 [0] 24-3962141 to reserve your place

(2) **E-mail:** [info@cbmconsultltd.com](mailto:info@cbmconsultltd.com) / [registration@cbmconsultltd.com](mailto:registration@cbmconsultltd.com)

### **Training Course Details:**

Title:.....

Code:

Date:

### **Delegate details:**

Please use BLOCK CAPITALS

1<sup>ST</sup> Delegate:

Dr/Mr./Mrs./Ms. (Surname):.....First Name.....

Job Title:.....Vegetarian/Vegan meal.....

2<sup>nd</sup> Delegate

Dr/Mr./Mrs./Ms (Surname):..... First Name.....

Job Title:.....Vegetarian/Vegan meal.....

3<sup>rd</sup> Delegate

Dr/Mr./Mrs./Ms (Surname): .....First Name.....

Job Title.....Vegetarian/Vegan meal.....

### **Contact details:**

**Please use BLOCK CAPITALS**

Dr/Mr./Mrs./Ms (Surname): ..... Initials.....

Organization:.....Job Title.....

Address.....

Telephone.....Fax.....

E-mail.....

### **Payment details**

☐ 1 delegate

GH¢

☐ 2 delegates

GH¢

☐ 3 delegates

GH¢

☐ Cheque enclosed (payable to CBM Consult Ltd.)

Account Name.....

\* Please note that payment is required in advance of the seminar. CBM Consult Ltd. reserves the right to refuse admission if payment is not received.

Any questions? Please call CBM Consult Ltd. on +233 [0]020-3852834 OR +233 [0]24-3962141  
OR 027-7568209





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