



PROJACS ACADEMY  
by @egis



# Advanced Creative Methods for Influencing and Persuading

الاساليب الابداعية في التأثير والاقناع

14 – 18 August 2023

Trabzon / Turkey

## Introduction

This course offers an extensive training on Management in the 21st Century. It emphasizes the Importance of Managerial Grid Styles, Change Management, Human Capital, Effective Communication and Leadership. The Creative Methods to Persuade and Influence Managers to more effective.

## Objectives

- To learn strategies and tools to overcome 21st Century challenges
- To become a more Productive Manager.
- To develop Effective Communication Skills and appreciation of the inter-functional coordination necessary for quality service.
- To learn different Management Styles and how to deal with it.
- To learn the importance of Productive Performance Appraisal
- To become a better Manager in the 21st Century
- Creativity and Innovation
- Methods and Tools to become more effective Manager

## Who Should Attend?

- Top Management
- Middle Management

## Course Outline

### Day One

- Management process
- Planning
- Organizing
- Leading
- Control
- Change Management
- Effective Delegation

### Day Two

- Effective Coaching
- Effective Mentoring
- Organizational Behavior
- Organizational Culture
- People and Attitudes
- Motivation Theories
- Efficiency and Effectiveness

### Day Three

- Managerial Creativity
- Management Negotiation Skills
- Persuasion Techniques
- Win Win Approach
- Assessment Tools
- Development Tools

### Day Four

- Decision Making
- Problem Solving
- Productive Performance Appraisal
- Effective Communication
- Conflict Management
- Effective Persuasion
- Leadership in the 21st Century

### Day Five

- Multicultural Management
- Diversity
- Managerial Grid Styles
- Creativity
- Innovation
- Emotional Intelligence
- The Habits of Highly Effective People

## Training Method

- Pre-assessment
- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- Each participant receives a 7" Tablet containing a copy of the presentation, slides and handouts
- Post-assessment

## Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

## Schedule

**The course agenda will be as follows:**

- |                     |                  |
|---------------------|------------------|
| • Technical Session | 08.30-10.00 am   |
| • Coffee Break      | 10.00-10.15 am   |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break      | 12.15-12.45 pm   |
| • Technical Session | 12.45-02.30 pm   |
| • Course Ends       | 02.30 pm         |

## Course Fees\*

- **3,600 USD**  
*\*VAT is Excluded If Applicable*

## المقدمة

تقدم هذا الدورة تدريبيا مكثفا على الإدارة في القرن ٢١. ويشدد على أهمية انماط الادارة و إدارة التغيير و الموارد البشرية، والاتصال الفعال والقيادة. والأساليب المبتكرة للإقناع والتأثير.

## الأهداف

- معرفة استراتيجيات وأدوات للتغلب على التحديات في القرن ٢١
- كيف تصبح مدير أكثر إنتاجية.
- تطوير مهارات الاتصال الفعال
- معرفة أساليب الإدارة المختلفة وكيفية التعامل معها.
- معرفة أهمية الإنتاجية وتقييم الأداء
- كيف تصبح أفضل مدير في القرن ٢١

## الحضور

- الادارة العليا
- الإدارة الوسطى