



Zara Consulting 1

Management Training



MANAGEMENT TRAINING

- "You can change the way an entire organization works as long as you consider training as a process rather than an event." (Edward W. Jones)

The risks of self-education

- The company's resources find themselves in the privileged situation of operating in an incomparable forge of experience and apparently benefiting from training based on experience.
- These automatisms, however, are only partial and always reveal profound distortions, because the lived experiences are, by their nature, "wild".
- Consequently, there is no coherence between the acquired models and, above all, **people struggle to adapt their behavioral models to the ever more pressing demands of continuous change.**

Ad hoc training

Many standardized training courses, open to anyone who wants to access them, can be criticized, because they are more easily "business" for those who propose them, than effective training methods.

Specially because, generally, they do not take into account the bases of the individual learners.

- From this derives our choice to aim **exclusively to carry out "tailor-made" training programs**, as functional for the realization of **development or change projects**.

"Corporate coaching "

- In support of change and development projects, we also carry out individual "**business coaching**" or **work group interventions**.
- This, in order to **accelerate the achievement of the objectives, to improve the decision-making capacity as well as the performance of the team.**
- The "coach" (consultants, trainers and experience managers) supports and supports the people involved, according to opportunities, providing cultural training and operational training, as well as the necessary emotional support, refining the ability to work in groups.

"Interactive" classroom consultancy

We have also gained a long experience in interactive consultancy: an activity that takes the form of seminars not provided in the form of the traditional training course, but in the form of "coaching".

That is to say: **consulting "in the classroom" based on interaction, acting on small groups of participants.**

- This, in order to allow the evaluation of the profile and the openness to change of individuals, as well as to provide incentives for adaptation.
- The "themed" seminars, preparatory to the introduction of modern management methods, can be followed by training support, to emancipate the employees of the same, involved in specific operational processes.

THEMATIC AREAS

- MANAGEMENT
- Communication techniques
- Problem solving
- Develop leadership and create the team
- Productivity and motivation

THE COMPLEX ORGANIZATION

- Management techniques
- Manage organizational change
- The organization of know-how companies
- Knowledge management: organizational learning
- The quality of services
- Supply chain management
- Customer relationship management

MANAGE DEVELOPMENT

- Sales techniques (complex sales)
- Marketing strategies
- Marketing of industrial goods
- Service marketing
- Advanced negotiation techniques

PROJECT MANAGEMENT

- Project management
- Concurrent Engineering

FINANCE, PLANNING AND CONTROL

- Budgeting techniques (budgeting)
- Methods for calculating product costs
- Activity based costing
- Organize management control
- Management planning and financial control
- Measure the creation of "value"
- The "balanced scorecard" for strategic management control



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