

LEADERSHIP & MANAGEMENT



CENTER FOR LEADERSHIP AND MANAGEMENT

Introduction

At the Center for Leadership and Management, we truly believe and practice the philosophy of “the greatest assets of any organization are its people”. We are focused on developing and improving human resources to build individual and organizational capability and efficiency.

Leadership and Management courses are designed to improve competencies by developing the knowledge, skills and attitude of people.

We adopt a professional approach to Leadership and Management development by ensuring that a positive learning environment is established and maintained in the classroom.

We do this by making sure that

- All our courses have SMART learning objectives
- Adult learning principles are used
- Rapport with participants, blended learning techniques and constructive feedback are integral to the dynamics of the courses
- Participants take and accept personal responsibility for their classroom learning and its application back in their place of work
- A constant review and upgrading of our courses and instructors is undertaken to ensure that their professional skills are in line with contemporary leadership and management development techniques

In addition to the courses outlined in this catalogue, we have the capability to work in partnership with you to produce innovative learning solutions that are directly linked to your identified business strategy, goals and objectives. These tailor-made programs combine the latest methodologies with cutting edge technology aimed at giving a blended learning approach to meet your organizational needs.

Professional Qualifications

The Center for Leadership and Management is dedicated to help you develop the right people with the appropriate skills and competencies to take on the challenges of your business in order to deliver the right results, at the right time. We offer:

International Diploma in Management accredited by the Chartered Management Institute, UK

This program is aimed at high level managers or owners of SME Businesses who wish to develop their Leadership Skills. It's a 12 month program fully sponsored by Tamkeen (Labor Fund). Candidates must have 3 years of experience in higher level management positions AND/OR undergraduate qualifications and is subject to BIBF screening procedures. This includes English testing, competency evaluation and panel interview.

Chartered Institute of Personnel and Development Programs

- Certificate in Personnel Practice (CPP)
- Certificate in Training Practice (CTP)

In association with the Chartered Institute of Personnel and Development (CIPD–UK), BIBF is now offering new certificates in Human Resource Management to equip young fresh graduates with the tools and experience to help boost Bahrain's future growth.

The new programs; Certificate in Personnel Practice (CPP) and Certificate in Training Practice (CTP) are designed to enable participants to formalize their workplace experience by gaining an internationally recognized training-specific qualification. In addition they provide intensive training that caters to the needs of both the trainee and the employer based on interactive workshops.

Others

Graduate Recruitment and Career Development Program

The program is sponsored by Tamkeen and offers graduates knowledge and skills in a constructive learning environment thus, enabling them to make a positive contribution to their sponsoring banks.

Selected graduates undergo comprehensive career development spanning several years. This combines a structured 62 days of intensive classroom training with challenging on-the-job assignments supported by a mentoring scheme within the participating banks. The graduates are immersed in accounting, financial statement analysis, anti-money laundering, corporate finance, capital markets, Islamic banking, risk management, foreign exchange and money markets, ethics in addition to leadership and management courses. After completing the Induction Program, the graduates then undergo on-the-job training to determine their career path. This is followed with their pursuit of professional certification and further studies.

For more information on all our programs, please contact the Information Desk on 17815555 /17815529

New in 2010

Sales and Marketing

BIBF in partnership with the Chartered Institute of Marketing (CIM), UK will introduce three professional qualifications in marketing.

These qualifications are:

- Introductory Certificate in Marketing
- Professional Certificate in Marketing
- Professional Diploma in Marketing

These qualifications are well recognized internationally and are accredited by the CIM, the largest marketing learning institute in the world.

Marketing plays a key role in managing your business effectively. In recognition of the importance of marketing to successful business operations, BIBF also offers courses in sales and marketing. BIBF has successfully fulfilled special marketing training requirements to organizations in Bahrain and abroad.

We offer courses covering practical aspects of marketing, sales and public relations in correlation with market demand.

Our marketing training solutions are delivered by marketing professionals who have hands-on experience in the field. This ensures that participants are exposed to real-life marketing and sales practices.

The primary objectives of our marketing courses include:

- Make participants aware of the importance of marketing in their business.
- Train Marketing, PR and Sales employees to appreciate the concepts and practical applications to enable their business to gain a competitive edge.
- Create marketing-oriented employees who are able to ensure customer satisfaction.
- Adapt to changing business needs to develop professionals capable of making critical business decisions.

LEADERSHIP & MANAGEMENT

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PUBLIC OFFERINGS

508 MANAGING CHANGE

Description

This course aims to help participants recognize the benefits of change. Identify and define what change means, and to take personal responsibility for change as a continuous process. Course content is based on a seven step model:

- Developing a Vision
- Identifying the Gap
- Setting Targets
- Developing Strategies
- Generating Commitment
- Checking Alignment
- Mapping the Future

Emphasis is placed on the people part of Change. How to deal with denial and resistance and then encourage exploration and build commitment to change? Participants are encouraged to use their own 'Change Objective/Situation' and numerous opportunities are given for them to apply the concepts.

Objectives

Upon completion of this course participants will have an understanding of:

- The factors affecting change and the importance of planning
- Peoples' characteristics needed for successful change

Content Highlights

- The Change process
- Defining the present situation
- Where are we now
- Where do we want to be? (Vision, Mission, Objectives)
- How do we get there

Target Audience

Senior Management (GMs, Senior Managers, VPs) wanting to successfully implement and manage change

Prerequisites

Participants should be involved in change initiatives in their organizations

Course Structure

This course will use interactive training methods including a combination of lecturing, group discussion/exercises; case studies; role-play activities; and video-based learning

Course Facts

Duration : 3 Days
 Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy
 Other Nationalities : BD 75

Fees: Non Member Institutions

All Nationalities : BD 300

509 TOTAL QUALITY MANAGEMENT (NEW)

Description

Total Quality Management is a system for satisfying internal and external customers and suppliers through both continuous improvements and breakthrough results. The purpose of this course is to provide the basic concepts and practices of Total Quality Management so you can apply these tools to your work for the improvement in your process. Total Quality Management is a guided tour along the road to total quality and techniques for managing, controlling and improving, quality.

Objectives

Upon the completion of this course the participant will be able to:

- Discuss the importance of quality
- Understand total quality concept
- Describe different ways of ensuring quality
- Discuss the different approaches of TQM tools and techniques
- Techniques for managing, controlling, and improving quality
- Gain the information and skills needed to implement total quality practices

Content Highlights

- Introduction to Quality Management
- Determine the impact of quality on profitability
- Communicate the importance of customer focused TQM
- The six basic quality control tools
- Statistical process control
- The seven quality control tools
- Use seven QC tools for data collection and analysis

Target Audience

This workshop is designed especially for managers who need to increase their knowledge about TQM to start or refine the implementation of it in their work places. Ideal for middle /senior managers who are directly involved in process development and improvement.

Prerequisites

None required

Course Structure

Blended Learning is the combination of multiple approaches to learning that combines classroom training, Case study discussion, role plays and group activities etc. We emphasize on challenges from everyday life of participants,. In our face-to-face sessions furthermore we use business simulations and videos where possible.

Course Facts

Duration	:	2 Days
Instructors	:	BIBF Staff

Fees: Member Institutions

GCC Nationals	:	Covered by levy
Other Nationalities	:	BD 50

Fees: Non Member Institutions

All Nationalities	:	BD 200
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504 MANAGEMENT EFFECTIVENESS

Description

This program is intended for practicing managers with some previous experience of supervisory/management training. The course aims to increase knowledge, skills and performance in five key areas of managerial competence: Planning and Reviewing; Customer Commitment; Business Solutions; Team Effectiveness; and Personal Drive.

It requires a high level of self-analysis on the part of participants and seeks to combine inputs on the theoretical background to current management practice with opportunities for practicing new knowledge and skills. A variety of teaching and learning methods are used including questionnaires, group discussions, case studies, and problem solving exercises.

Objectives

Upon the completion of this course, the participant will have:

- Increased their current knowledge and practice of modern management processes/functions
- Improved their skills and developed competencies in the area of management

Content Highlights

- Process of management
- Managerial roles
- Managerial skills
- Management styles
- Managing for quality
- Management functions
- Planning
- Organizing/coordinating
- Leading
- Controlling

Target Audience

Managers holding a position in their organization that results in having significant responsibility for staff and resources

Prerequisites

Participants should have prerequisite knowledge equivalent to that covered in the BIBF courses listed below. This knowledge may have been obtained through attendance on the BIBF course, other academic study or through work knowledge.

Minimum Prerequisite Course

Effective Supervision 502

Course Structure

This course emphasizes the practical application of theory, and will use a combination of interactive training methods of lecturing, group discussion/exercises; self-analysis through extensive use of questionnaires and instruments; case

studies; role-play activities; and video-based learning. The core competencies of management will be covered on the course, with extensive use of a wide range of learning experiences.

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

519 LEADERSHIP SKILLS

Description

Leading skills are an essential part of today's management portfolio. If you want to achieve your key objectives, the likelihood is that you will have to lead a group of individuals in a task. Your challenge is to create a team that will reach its full potential. Leadership is one of those things that are often awfully hard to define but you know when you see it, and you definitely know when it's missing.

This course spotlights on the leadership functions versus conventional management approaches. It is a highly interactive program which focuses on improved communication with subordinates in the aim of achieving better results.

Objectives

Upon the completion of this course, the participant will be able to:

- Understanding good leadership behaviors
- Learning the difference between leadership and management
- Defining qualities and strengths of great leader
- Empowering, motivating and inspiring others
- Having an understanding of what leadership is and how to improve their leadership abilities

Content Highlights

- Leadership approaches
- Leading/managing/operating
- Leadership traits/characteristics
- Key functions of leadership
- Identifying the real task
- Readiness levels
- Leadership styles and behaviour cues
- Matching readiness and style
- Implications of various profiles
- Development actions to increase diagnosis skills and style flexibility

Target Audience

Managers and Senior Supervisors who have direct reports

Prerequisites

Participants should have prerequisite knowledge equivalent to that covered in the BIBF courses listed below. This knowledge may have been obtained through attendance on the BIBF courses, other academic study or through work experience.

Minimum Prerequisite Courses

Management Effectiveness 504 or

Equivalent qualification/experience

Course Structure

This course uses interactive training methods of a combination of lecturing, group discussion/exercises; self-assessment questionnaires; case studies; role-play activities; and video-based learning

Course Facts

Duration : 3 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 75

Fees: Non Member Institutions

All Nationalities : BD 300

563 BUILDING HIGH PERFORMANCE TEAMS

Description

This is a practical and dynamic course which offers participants the opportunity to acquire and practice effective team building skills. It takes individuals through the stages of teambuilding and coaches them on the challenges they face.

Objectives

Upon the completion of this course, the participant will be able to:

- Understand background of team effectiveness
- Align team needs with organizational goals
- Identify team roles
- Identify team development stages
- Build relationships to encourage team effectiveness

Content Highlights

- Characteristics of effective teams
- Teams verses work groups
- Stages of team development and their requirements
- Team membership roles and behaviors
- Team leadership at each development stage

Target Audience

Managers, supervisors, and officers who have direct reports or deal with the management of projects

Prerequisites

None required

Course Structure

This course uses interactive training methods of a combination of lecturing; group and individual exercises/discussion; self-assessment questionnaires; and team simulations

Course Facts

Duration : 3 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 75

Fees: Non Member Institutions

All Nationalities : BD 300

513 PERFORMANCE MANAGEMENT and EFFECTIVE APPRAISALS

Description

Performance Management is a holistic approach to managing performance which is making ever-greater demands on the knowledge and skills of managers, as they must carry a greater responsibility for their colleagues' results. With a stronger understanding of the Performance Management sequence, participants come to the realization that APPRAISALS are only one small, but extremely important aspect of this sequence. The course will allow participants to be able to:

- Relate all aspects of performance into the Performance Management sequence
- Differentiate performance objectives from job responsibilities
- Establish clear standards, expectations and clear performance objectives
- Encourage strong achievement attitudes in staff
- Accurately assessing and documenting performance
- Adapt an appraisal style to suit individual appraisee's needs and make appraisals a positive experience, use a systematic approach to prepare, conduct and control appraisals

Objectives

Upon the completion of this course, the participant will be able to:

- Understand the holistic concept of performance management - purpose, aims and benefits
- Understand the role of each stage of the performance management cycle, especially planning and evaluating
- Understand the function of a performance review and appraisal, and how each is integral to performance management
- Determine the effectiveness of their individual existing appraisal skills and abilities, in order to make improvements
- Demonstrate their working knowledge as to how to make the performance reviews and appraisals a positive experience for both review and development
- Demonstrate the skills and techniques necessary to get the most out of any appraisal session for both, the manager and subordinate, as practiced in the role-plays

Content Highlights

- What is performance management
- Rationale for performance management in your organization (purpose, aims and benefits)
- Performance management cycle (planning, coaching and evaluating)
- Monitoring and documenting performance
- Giving feedback-praising, motivating, criticizing
- The evaluating process (evaluating/rating performance/core competencies)
- Planning and conducting the appraisal discussion
- Skills in conducting reviews and appraisals – body language, voice, handling difficult discussions, style, summarizing
- Overcoming common problems in reviews and appraisals

Target Audience

- Managers and supervisors actively involved in the performance managements of personnel and responsible for the performance of others
- Managers/supervisors completing performance reviews and appraisals

Prerequisites

Interviewing Skills

Course Structure

This course will use interactive training methods including lecturing Strong emphasis on group discussion/exercise; case studies; role-play activities; and video-based learning

Course Facts

Duration : 3 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 75

Fees: Non Member Institutions

All Nationalities : BD 300

555 EFFECTIVE RECRUITMENT AND SELECTION

Description

When it comes to recruitment, the size of the business is not important, as large companies can no more afford to recruit unsuitable candidates than smaller ones. So, one of the most difficult, as well as, important skills managers/supervisors need to master is how to recruit suitable employees efficiently. The subjective approach to recruitment can generate unreliable information resulting in candidates failing to live up to expectations, but the 'skilled' interviews takes a structure approach and gets the right information from both, documents and interviews, that give a more reliable indication of future performance.

Objectives

Upon the completion of this course, the participant will be able to:

- Identify and follow the necessary steps in requesting, an employee
- Understand requirements of job descriptions, employee specifications, résumés and objectives test results in recruitment
- Short-list and select from several applicants
- Plan, prepare and conduct interviews using systematic recruitment techniques
- Understand how to build rapport in conducting interviews
- Apply a systematic approach to making valid recruitment decisions
- Share information on problems – and solutions to those problems – in recruiting employees.

Content Highlights

- The recruitment process
- Job description and person specifications
- Screening and short-listing
- Assessment testing awareness
- The selection process
- Systematic approach to selection decisions

Target Audience

Managers and supervisors involved in the recruitment and selection process of their organization. Those who will benefit most are people who either have not received any formal training or wish to improve their selection skills.

Prerequisites

None required

Course Structure

This course is designed from a practical perspective and will use interactive training methods including a combination of lecturing, group discussion/exercises; and extensive role-play activities

Course Facts

Duration	:	3 Days
Instructors	:	BIBF Staff

Fees: Member Institutions

GCC Nationals	:	Covered by levy
Other Nationalities	:	BD 75

Fees: Non Member Institutions

All Nationalities	:	BD 300
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556 EMOTIONAL INTELLIGENCE

Description

Emotional Intelligence (EI) has emerged as an important area of study in helping individuals to develop a better understanding of themselves and of others. It facilitates one to be more successful in life by having better relationships, and a higher quality of life. All other attributes remaining constant, the one with a higher EI has the competitive edge to succeed. This course, specifically, deals with the science and practice of EI. It aims to provide participants with the opportunity to understand their emotional balance, and reorient themselves towards interactions that are more productive.

Objectives

Upon the completion of this course, the participant will:

- Increase their self awareness
- Understand others' behavior
- Communicate more effectively
- Improve personal/ professional relationships
- Access personal strengths and resources
- Manage interactions in a positive manner

Content Highlights

- Emotions and moods
- Attitudes
- Determinants of personality
- Self image
- Self awareness/ self - management
- Rapport building
- Symptoms of low EI
- Relationship management

Target Audience

Supervisors and managers

Prerequisites

None required

Course Structure

This course will use interactive training methods including a combination of lecturing; group discussion/exercises; self-assessment questionnaires; case studies; role-play activities; and team simulations

Course Facts

Duration : 2 Days
 Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy
 Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

567 NEGOTIATION SKILLS (NEW)

Description

Negotiation is something that we do all the time and is not only used for business purposes but in our social lives. Negotiation is usually considered as a compromise to settle an argument or issue to benefit ourselves as much as possible. Negotiation, in a business context used many things like for selling, purchasing, staff (e.g. contracts), borrowing (e.g. loans) and transactions, along with anything else that you feel are applicable for your business. Our Negotiation Skills program is tailored to address specific issues of negotiation

Objectives

Upon the completion of this course, the participant will be able to:

- Prepare effectively
- Understand the needs and interests of all parties
- Identify and counter negotiation tactics
- Conclude significantly better agreements as a result of creativity
- Formalize deals that can be described as completely optimal

Content Highlights

- Understanding types of negotiation
- Seeing other points of view
- Reading other people
- Defining your negotiation style
- Working with your own negotiation 'rules' and beliefs
- Knowing your bottom line
- Dealing with hidden agendas
- Making decisions
- Closing the deal

Target Audience

Negotiation Skills is appropriate for all managers, team leaders, salespersons, and people who find themselves in a position where they need to negotiate and persuade to succeed. Our negotiation training can benefit any business professionals with experience that are looking to sharpen or build up their negotiation skills and increase their chances of obtaining a negotiating agreement.

Prerequisites

None required

Course Structure

This course combines classroom training, case study discussions, role plays and group activities etc. In our face-to-face sessions, we use business simulations and videos where possible

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

568 TRAIN THE TRAINER (NEW)

Description

This workshop is designed for keeping in view, the need for organizations to have a dedicated training team focusing on the training function. The workshop stresses on the importance of training and learning. It examines the significance of training needs analysis, different approaches to training, and identifies the various techniques of training. The skills and traits that a trainer should possess is a part of the workshop. The workshop also provides participants with the opportunity to involve in simulations, design a training plan, and deliver a training session.

Objectives

Upon the completion of this course, the participant will be able to:

- Identify the significance of training
- Analyze the training needs of employees
- Examine various approaches to training
- Assess learning patterns
- Design a training plan
- Deliver a training session
- Evaluate the effectiveness of training

Content Highlights

- Significance of training
- Learning organization
- Role of the trainer
- Training Needs Analysis
- Learning styles
- Training methods
- Designing training plans
- Delivering a training session
- Evaluating training effectiveness

Target Audience

- Training coordinators
- Trainers
- Training specialists
- Supervisors and managers

Prerequisites

None required

Course structure

The course structure includes a combination of group discussions, case studies, practical exercises and simulations

Course Facts

Duration : 3 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 75

Fees: Non Member Institutions

All Nationalities : BD 300

569 TALENT & RETENTION MANAGEMENT (NEW)

Description

Employees are the most important assets of organizations when they are investing significant time and money into their development. Retaining top talent has never been more important in maintaining a competitive edge. Yet in many organizations, this critical function is often left unplanned and without an organizational support system for retention. This workshop is aimed at examining the best practices that organizations should employ to retain and manage their human talent productively. It offers frameworks for both line and human resource managers to lead their organizations in developing talent management and retention systems that provide clear career paths for highly valued employees.

Objectives

Upon the completion of this course, the participant will be able to:

- Identify the building blocks of talent management
- Set up a talent management system
- Assess linkages that exist between organization excellence and effective people management
- Develop systems to identify, keep, develop and promote their best people
- Coach, train and develop super keepers
- Integrate compensation with talent management so that they can retain their top people

Content Highlights

- Introducing a Talent Management System
- The building blocks of talent management:
 - o Coaching, training and development
 - o Talent planning
 - o Using compensation to implement a talent management plan
- Ethical leadership

Target Audience

Supervisors and managers

Prerequisites

None required

Course Structure

The course structure includes a combination of group discussions, case studies, practical exercises and simulations

Course Facts

Duration : 3 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 75

Fees: Non Member Institutions

All Nationalities : BD 300

571 STRATEGIC BUSINESS PLANNING (NEW)

Description

Strategic planning enables an organization to shape and guide its overall business objectives. Through effective strategic planning, an organization creates a framework for developing, adapting and aligning organizational vision, mission and goals to achieve and sustain competitive advantage. In this course, you will gain the knowledge needed to formulate, execute and monitor the strategic planning for your organization based on proven analytical techniques and models.

Objectives

Upon the completion of this course, the participant will be able to:

- Formulate strategic plans to help their organization advance and grow
- Detect the strengths, weaknesses opportunities and threats (SWOT) that drive strategy
- Identify strategies to better position your organization for long-term competitive advantage
- Translate strategy into action
- Execute strategy and deliver results through people and processes
- Establish strategic planning, monitoring and controlling mechanisms that ensure positive results

By strengthening your business planning skills, you will enable your department and organization to:

- Think strategically
- Build competitive edge for your business
- Think both long term and short term
- Have a clear structure for the strategic thinking process
- Make better business decisions by using a range of analysis tools
- Review objectives and plans in the context of a changing business environment
- Turn strategies into practical proposals for change
- Produce and present a change plan
- Successfully plan for new ventures and strategies
- Identify and resolve business problems
- Recognize and exploit commercial opportunities
- Avoid wasting time on unrealistic objectives
- Engage people in change

Content Highlights

Day One

- What is strategic planning
- Why bother with strategic thinking
- Case study in achieving profitable growth
- Core differentiation strategies
- Vision, mission and values

- Strategic map model

Day Two

- Competitive edge
- Defining investment priorities
- Competitive position
- Environmental changes

Day Three

- Presenting the change plans pulling everything together into a plan
- Leading people through change

Target Audience

Managers, middle level management, supervisors, and decision makers

Prerequisites

Refer Target Audience above

Course Structure

This course will use interactive training methods including a combination of lecturing; group discussion/exercises; self-assessment questionnaires; case studies; role-play activities; and team simulations

Course Facts

Duration : 3 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 75

Fees: Non Member Institutions

All Nationalities : BD 300

502 EFFECTIVE SUPERVISORY SKILLS

Description

This four-day course aims at clarifying the role a supervisor plays as a vital part of management. It covers the functions and responsibilities of the supervisor, and gives participants the opportunity to practice the key competencies and skills required of the effective supervisor. Emphasis of the course is placed on the individuals' ability to make a difference to their staff irrespective of senior management or organizational problems. Participants are encouraged to see their role as one of leader, guide, counselor, and coach not as the old fashioned authoritarian manager.

Objectives

Upon the completion of this course, the participant will be able to:

- Understand the importance of the supervisory position to the management team
- Understand and use the functions and responsibilities of the supervisory position
- Practice key competencies and skills required by supervisors

Content Highlights

- Supervision as part of management
- Managing versus Operating
- Supervisory authority and responsibility
- Supervisory knowledge and skills
- Supervision styles
- Supervision functions:
 - * Planning
 - * Organizing/Coordinating
 - * Motivating
 - * Communicating
 - * Controlling

Target Audience

Practicing supervisors and/or junior managers who would like to upgrade/refresh their knowledge and skills on the 'supervising / managing' aspects of their job, plus newly promoted supervisors who need a formal introduction to the issues of management.

Prerequisites

Supervisors who have staff reporting directly to them

Course Structure

This course will use a combination of interactive training methods of lecturing; group discussion/exercises; case studies; role-play activities; and video-based learning

Course Facts

Duration	:	3 Days
Instructors	:	BIBF Staff

Fees: Member Institutions

GCC Nationals	:	Covered by levy
Other Nationalities	:	BD 75

Fees: Non Member Institutions

All Nationalities	:	BD 300
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520 MANAGING PEOPLE PROBLEMS

Description

Dealing with people problems or problem people is 50% of any manager's responsibility. This course is designed to improve managers' effectiveness and abilities in problem solving and decision-making. Participants will learn and apply the processes in providing an efficient and systematic framework for gathering, organizing and evaluating information for reasoned decisions.

Objectives

Upon the completion of this course, the participant will be able to:

- Take a valued, creative, objective approach to managing people problems and problem people
- Comprehend the individual factors that become involved in problem-solving and decision making
- Understand the values that influence and assumption that motivates people to think and act as they do
- Demonstrate an understanding of what are the real issues concerning people problems
- Demonstrate a strong command in the use of the Rational Management Approach (Situational review, problem analysis, decision analysis and potential problem analysis)

Content Highlights

- People problems
- Why do people problems occur
- Rational Process (Situation analysis, problem analysis, decision analysis, potential problem analysis)
- Decision-making
- Creative problem-solving – Adapters and Innovators
- Case studies

Target Audience

Managers and supervisors who have staff reporting directly to them.

Prerequisites

Refer to Target Audience above

Course Structure

This course stresses the practical application of theory, using interactive training methods including a combination of lecturing; group discussion/exercises; and extensive use of case study and role-play activities. The content concentrates on the core 'people problems' – recruitment, counseling, appraisals and discipline.

Course Facts

Duration	:	2 Days
Instructors	:	BIBF Staff

Fees: Member Institutions

GCC Nationals	:	Covered by levy
Other Nationalities	:	BD 50

Fees: Non Member Institutions

All Nationalities	:	BD 200
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548 BUSINESS REPORT WRITING

Description

This course presents participants with the essential skills in business report writing in a practical way which ensures the transfer of learning to the workplace.

Objectives

Upon the completion of this course, the participant will be able to:

- Demonstrate the fundamental skills and techniques to produce and present factual reports
- Structure a report in a logical sequence for unity and coherence
- Determine and select the appropriate language and format to improve the readability and impact of the report

Content Highlights

- What is Report writing
- Categories and essential qualities of reports
- Steps of report writing
- Structure and format of reports
- Multitude of practical writing exercises
- Reinforcement of vocabulary and grammar skills

Target Audience

Individuals whose job requires them to produce reports

Prerequisites

Proficient in English language and PC usage

Course Structure

This course is PC based and uses interactive training methods of a combination of lecturing; large and small group exercises and feedback

Course Facts

Duration	:	4 Days
Instructors	:	BIBF Staff

Fees: Member Institutions

GCC Nationals	:	Covered by levy
Other Nationalities	:	BD 100

Fees: Non Member Institutions

All Nationalities	:	BD 400
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549 SALES CALL REPORT WRITING

Description

Sales and marketing visits require a post-call report in order to capture the main findings and action. This course equips candidates with the necessary skills and introduces them with ideal formats of sales call report.

Objectives

Upon the completion of this course, the participant will be able to:

- Effectively use the guidelines covering principles and practices of sales call reporting
- Comprehensively outline events items of discussion from a meeting between client and company representative
- Summarize business information; use the appropriate language to improve the readability and impact of call reports

Content Highlights

- What is sales call report writing
- Essential qualities of reports
- Steps of report writing
- Structure and format of reports
- Principles of report writing
- Process of report writing
- Multitude of practical writing exercises
- Reinforcement of vocabulary and grammar skills

Target Audience

Individuals whose job requires them to produce frequent or occasional sales call reports

Prerequisites

Proficient in English language and PC usage

Course Structure

This course is PC based and uses interactive training methods of a combination of lecturing; large and small group exercises; and instructional feedback

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

551 CONFLICT MANAGEMENT

Description

Conflict is a natural result of people working together and will always be present in organizations. This course helps participants understand what conflict is, why it occurs, and how to resolve it in a positive manner. This is a practical course with many opportunities for participants to get feedback on their performance in role playing conflict situations.

Objectives

Upon the completion of this course, the participant will be able to:

- Understand what conflict is, why it occurs, and how to resolve it in a positive manner
- Realize their natural reaction to conflict
- Build the skills necessary to deal positively with conflict
- Identify their own conflict management style and employ practical methods of anticipating and resolving conflict situations

Content Highlights

- Sources of conflict
- Dealing with conflict
- Conflict management and resolution methods
- Communication skills in resolving conflict
- Coping with difficult people
- Counseling as a “Management Tool”

Target Audience

Managers and Supervisors who deal with conflict situations as part of their day-to-day life in their organizations

Prerequisites

None required

Course Structure

This course will use interactive training methods including a combination of group discussion/exercises; case studies; role-play activities; and video-based learning

Course Facts

Duration	:	3 Days
Instructors	:	BIBF Staff

Fees: Member Institutions

GCC Nationals	:	Covered by levy
Other Nationalities	:	BD 75

Fees: Non Member Institutions

All Nationalities	:	BD 300
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552 EFFECTIVE PRESENTATION SKILLS

Description

Presenting in one form or another has become an intrinsic part of our business life. This four day presentation course examines those factors that affect how confidently you deliver your presentation in any particular setting. The workshop provides you with the opportunity to develop and practice your skills as a confident and creative presenter. It offers practical, easy to use techniques to help you cope with nerves, structure and deliver your material with maximum impact and speak effectively to audiences of varied sizes.

Objectives

Upon the completion of this course, the participant will be able to:

- Understand what already works for them as a presenter
- Develop their unique presentation style
- Use support materials for maximum impact
- Maintain confidence and handling nerves
- Connect with the audience
- Practice a range of presentation techniques
- Create key messages with finesse
- Adapt material to different levels of understanding
- Handle awkward situations
- Create compelling, engaging and dynamic PowerPoint presentations
- Develop a dynamic narrative to focus their key messages

Content Highlights

- Establishing clear aims and objectives
- Organizing information to sell ideas
- Developing and using visual aids Including using PowerPoint effectively
- Learning to direct the audience's focus
- Managing the presentation environment
- Handling questions from the audience
- Presentations are video-taped and replayed with instructor and group feedback

Target Audience

Individuals whose jobs require them to give presentations to customers or management

Prerequisites

Participants should have prerequisite knowledge equivalent to that covered in the BIBF courses listed below. This knowledge may have been obtained through attendance on the BIBF courses, other academic study or through work experience.

Recommended Prerequisite Course

Communication skills 541

Course Structure

This course uses interactive training methods of a combination of instructor led discussion, taped and un-taped individual presentations; and group and instructor feedback

Course Facts

Duration : 4 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 100

Fees: Non Member Institutions

All Nationalities : BD 400

553 COACHING FOR SUCCESS

Description

“Unlocking potential to maximize performance”, along with “Helping people to learn rather than teaching them” are the key outputs of the course. Coaching is a process that managers/supervisors use with their people to ensure that individuals perform at the expected level.

Objectives

Upon the completion of this course, the participant will be able to:

- Fully demonstrate their understanding of coaching, and how it fits into Performance Management
- Demonstrate the skills and techniques necessary to get the most out of any coaching session for both, the provider and the receiver
- Diagnose performance requirements, and provide the right kind of guidance, support and feedback to every team member
- Reinforce the focus of the team concept through showing increased trust, sharing of expertise and employee development
- Assess their own current ability and performance as a Coach (Coaching Skills Inventory)
- Identify their individual strengths and weaknesses in coaching for development

Content Highlights

- What is coaching
- Differentiation between coaching, counseling, and mentoring
- Connection between performance management cycle and coaching
- Understanding and use of the coaching model
- Managing coaching sessions with employees
- Administration and analysis of coaching skills
- Individual coaching sessions

Target Audience

Managers and Supervisors who have staff reporting directly to them

Prerequisites

None required

Course Structure

This course will use interactive training methods including a combination of lecturing; group discussion/exercises; assessment surveys and questionnaires; case studies; role-play activities; and video-based learning

Course Facts

Duration : 3 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 75

Fees: Non Member Institutions

All Nationalities : BD 300

564 STRESS MANAGEMENT

Description

This course focuses on the nature and causes of stress. Work-related stress is discussed in more details with a focus on solutions to reduce stress thus, leading to a better working environment.

Objectives

Upon the completion of this course, the participant will be able to:

- Recognize their individual stress signals
- Make more informed decisions about the results of the stress they are experiencing
- Manage their stress more effectively

Content Highlights

- Nature of stress
- Sources of stress
- Effects of stress
- Evaluation of stress
- Stress reduction strategies

Target Audience

Any person who finds difficulty in coping with work stress

Prerequisites

None required

Course Structure

This course is practical and participants will be asked to share their experiences. A variety of interactive training methods are used, including lecturing, discussion, self-assessment questionnaires and videos

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

585 INFLUENCING BEHAVIOUR (NEW)

Description

Effective people and leaders know how to encourage others to willingly, even enthusiastically, support their ideas and initiatives. No matter what your job responsibilities may be, the ability to establish rapport quickly, communicate your ideas successfully, and convince others to have confidence in you will decrease your frustration and enable you to achieve your goals.

This two- day, interactive workshop will provide a synthesis of current thought on how to influence people. Through individual and group exercises, discussions, and analysis of examples from motion pictures, you will come to understand the principles of ethical persuasion.

Objectives

Upon the completion of this course, the participant will be able to:

- Come away with practical ways to become an influencer
- Discover what works and what does not work when you encounter workplace negativity or lack of enthusiasm
- Learn verbal and nonverbal communication strategies to help you become a more motivational leader
- Be provided with helpful handouts with examples to implement
- Learn simple techniques which will save you time and frustration

Content Highlights

- Planning to influence
- Influencing styles
- What's in it for me
- Communicating your message
- Influencing through rapport
- Influencing different personalities
- Handling resistance
- Getting a decision
- Elements of a persuasive case
- Strategic considerations for persuasion

Target Audience

Those with interests in developing leadership abilities and interpersonal communication skills to influence, persuade, inspire, or motivate others

Prerequisites

Refer to Target Audience above

Course Structure

This course will use interactive training methods including a combination of lecturing; group discussion/exercises; self-assessment questionnaires; case studies; role-play activities; and team simulations

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

518 EFFECTIVE OFFICE MANAGEMENT

Description

The purpose of the course is to allow participants to develop necessary skills that will enhance their productivity and careers beyond being just a secretary/assistant.

Objectives

Upon the completion of this course, the participant will be able to:

- Demonstrate a series of skills which will enhance productivity and efficiency
- Take on more responsibility without direct supervision
- Comprehend the importance of developing additional skills that will develop their career
- Understand how to build a partnership with one's line manager

Content Highlights

- Organizing skills
- Communication skills
- Computing skills
- Thinking skills
- Telephone skills
- Questioning skills
- Technical skills
- Self-management
- Progress tracking
- Budgeting
- Problem-solving
- Negotiating
- Reinforcing initiative
- Management of time
- Relationship management

Target Audience

Secretaries and Personal Assistants who directly support managers

Prerequisites

None required

Course Structure

This course will use interactive training methods of a combination of lecturing, group discussions; exercises facilitated by the instructor and video-based training.

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

524 WINNING WITH CUSTOMER SERVICE

Description

This course aims to provide participants with simple and specific interpersonal skills that will help them to exceed customers' expectations.

Objectives

Upon the completion of this course, the participant will:

- Possess a strong understanding of what is customer service
- Understand their individual strengths and weaknesses, through awareness surveys, of their own customer service skills
- Recognize and realize their customers' needs, wants and expectations, and identify how to exceed them
- Know their organization's focus on customer service
- Demonstrate skills in dealing with upset customers
- Have a clear understanding of how internal customer relations impact external customer relations

Content Highlights

- What is customer service
- Internal and external customer relations
- Making a good first impression on your customer
- Identifying customers' needs, wants, and expectation
- Your company's focus on customer service
- How to handle awkward customers
- Steps in handling customer complaints

Target Audience

Employees who deal with internal and external customers

Prerequisites

None required

Course Structure

This course will use interactive training methods of a combination of lecturing; group discussion/exercises; assessment surveys and questionnaires; case studies; role play activities; and video-based learning

Course Facts

Duration : 2 Days
Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy
Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

541 COMMUNICATION SKILLS

Description

Comprehending the essentials of communication process and participants' own communication styles is at the heart of this program.

Objectives

Upon the completion of this course, the participant will be able to:

- Have a deeper understanding of the communication process
- Identify their individual communication style
- Explain HOW the differences in communication styles will affect interpersonal communication
- Interact with improved face-to-face communication skills

Content Highlights

- The communication model
- Communication breakdown
- Verbal vs. non-verbal communication
- Listening skills
- The four communication styles
- Demonstrate co-operation and commitment through positive communication.

Target Audience

This course is appropriate for non-management staff

Prerequisites

None required

Course Structure

This course will use interactive training methods of a combination of lecturing; large and small group discussion; exercises; case studies; role-play activities; and video-based learning

Course Facts

Duration	:	2 Days
Instructors	:	BIBF Staff

Fees: Member Institutions

All Nationalities	:	BD 50
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Fees: Non Member Institutions

All Nationalities	:	BD 200
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543 POSITIVE TELEPHONE SKILLS

Description

The purpose of this course is to help participants achieve positive results when communicating by telephone through acquiring greater self-confidence, and more effective exchange of information.

Objectives

Upon the completion of this course, the participant will be able to:

- Exhibit greater self-confidence and effectiveness when answering internal and external calls
- Deliver the correct script and procedure in answering, transferring and receiving transferred telephone calls
- Handle callers' inquiries and requests with effectiveness and efficiency
- Take accurate messages
- Handle difficult and upset callers with a positive tone and empathetic attitude

Content Highlights

- Telephone answering technique
- Procedure of transferring and taking transferred calls
- Placing callers on HOLD
- Dealing positively with requests and inquiries
- Accurate message-taking
- Handling difficult or upset callers

Target Audience

People who are or who will be using the telephone extensively at work

Anyone who wants to maximize the effectiveness of telephone usage

Prerequisites

None required

Course Structure

This course will use the telephone and interactive training methods of a combination of lecturing; large and small group discussion; exercises; case studies; role-play activities; and video-based learning

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

545 EFFECTIVE BUSINESS WRITING

Description

This is a highly practical workshop in which participants experience the necessity of good format, structure and organized business writing for the aim of increasing their existing skills.

Objectives

Upon the completion of this course, the participant will be able to:

- Outline the process (stages) in constructing a proper business correspondence document memorandum, email and letter - with unity and coherence
- Determine the proper structure in designing and organizing a memo, letter, or email
- Determine the most appropriate vocabulary to deliver an accurate, brief, and comprehensive/clear message

Content Highlights

- Principles of 'effective writing'
- Steps of business writing
- Multitude of practical writing exercises of memos, faxes, emails and letters
- Reinforcement of vocabulary and grammar skills

Target Audience

Any person wishing to improve their standard of written business communications

Prerequisites

Proficient in English and PC usage

Course Structure

This course is PC based and uses interactive training methods of a combination of lecturing; large and small group discussion; group and individual exercises; and instructional feedback

Course Facts

Duration : 4 days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 100

Fees: Non Member Institutions

All Nationalities : BD 400

526 EFFECTIVE TIME MANAGEMENT

Description

The objective of this course is to help participants realize some of the causes and outcomes of their ineffective use of time, and to implement a developmental plan to manage their time more effectively.

Objectives

Upon the completion of this course, the participant will be able to:

- Discuss the causes for and outcomes of their ineffective use of time
- Implement a developmental plan to manage their time more effectively

Content Highlights

- Using time logs
- Planning process and tools
- Prioritizing tasks
- Time wasters and savers
- Dealing with interruptions
- Desk management

Target Audience

All levels of staff that are time challenged

Prerequisites

None required

Course Structure

This course is highly practical and participative, and will use interactive training methods including a combination of lecturing; group discussion/exercises; assessment surveys and questionnaires; case studies; role-play activities; and video based learning

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

527 EFFECTIVE OFFICE MANAGEMENT - (ARABIC)

Description

This course helps the participants in acquiring the basic skills of secretarial practices, starting by illustrating the importance of their role in assisting the manager/head of the organization/section in performing the day-to-day tasks and duties.

Objectives

Upon the completion of this course, the participant will be able to:

- Understand the basic concepts of secretarial practices
- Know the practical applications of successful secretarial practices
- Identify the link between the secretarial practices and the organization's overall responsibilities
- Determine the manager's needs and how to meet them
- Identify their individual strengths and weaknesses
- Recognize skills necessary for effective communication
- Know how to establish a good and strong professional relationship with the manager
- Know the importance of proper time management

Content Highlights

- Importance of secretarial practices
- Importance of goals and goal-setting
- Understanding organizational needs
- Effective communication
- Effective telephone practices
- Importance of continuous training and development
- Importance of time management
- Time wasters; causes and solutions

Target Audience

Office assistants and secretaries who wish to develop themselves

Prerequisites

None required

Course Structure

This course will use interactive training methods of a combination of lecturing, group discussion/exercises, assessment surveys and questionnaires; case studies, role-play activities; and video-based learning

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

560 SERVICE EXCELLENCE - (ARABIC)

Description

This course assists participants to gain a strong understanding of what is customer service. They are able to identify their individual strengths and weakness, through awareness surveys, of their own customer service skills that will help them create a strong customer relationship.

Objectives

Upon the completion of this course, the participant will:

- Possess a strong understanding of what customer services
- Have identified their individual strengths and weaknesses, through awareness surveys of their own customer service skills
- Be able to determine their customers' needs, wants and expectations and identify how to exceed their customers' expectations
- Demonstrate skills in dealing with telephone calls effectively
- Demonstrate skills in dealing with difficult customers
- Manage stress in the aim of higher productivity

Content Highlights

- What is customer service
- Making a good first impression on your customer
- Who are your customers and what are their needs
- Determining the appropriate helpful behavior for customer satisfaction
- Communication skills - non-verbal, speaking and listening skills
- Effective telephone techniques
- Dealing with difficult customers
- Steps in handling customer complaints
- Conflict resolution
- Stress management

Target Audience

Any employee dealing with internal and/or external customers

Prerequisites

None required

Course Structure

This course will use interactive training methods of a combination of lecturing; group discussion/exercises; assessment surveys and questionnaires; case studies; role-play activities; and video-based learning

Course Facts

Duration : 3 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 75

Fees: Non Member Institutions

All Nationalities : BD 300

539 BUILDING HIGH PERFORMANCE TEAMS - (ARABIC)

Description

This course is an interactive workshop which aids participants in realizing the role they play in creating and maintaining a cohesive team with high productivity.

Objectives

Upon the completion of this course, the participant will:

- Know the process of Communication and the barriers that cause misunderstandings
- Learn about their own styles and how to manage differing views
- Learn the various stages of team development and how each requires differing skills
- Demonstrate the skills required for building and maintaining team spirit and improved communication

Content Highlights

The course aims to discuss and practice the following:

- Communication skills
- Communication styles
- Stages of team development
- Being part of a winning team

Target Audience

Participants who wish to improve their team communication skills and contribute towards maintaining an effective team

Prerequisites

None required

Course Structure

This course will use interactive training methods including a combination of lecturing, group discussion/exercises, assessment surveys and questionnaires; case studies, role-play activities; and video-based learning

Course Facts

Duration : 3 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 75

Fees: Non Member Institutions

All Nationalities : BD 300

580 MANAGING MARKETING ACTIVITIES

Description

This course will help participants to better understand the role of marketing, the organizations' current market position and planning for widening markets. It will also help participants to clearly develop a sound marketing plan for better corporate results.

Objectives

Upon the completion of this course, the participant will be able to:

- Understand the meaning and role of marketing in achievement of organizational objectives
- Identify the organizations' current and future position in the sectors or markets in which it operates
- Devise and implement a marketing plan that contributes to achievement of organizational objectives

Content Highlights

- Marketing as a management process
- The role of marketing
- Marketing positioning
- Defining organization's position
- The impact of the marketing plan on the organization
- Developing the marketing plan
- Organizational buy-in to the marketing plan
- Evaluating the success of the marketing plan

Target Audience

Employees who wish to understand the marketing function

Prerequisites

None required

Course Structure

This course will use interactive training methods of a combination of lecturing, case studies, group discussion/exercises and video-based learning

Course Facts

Duration	:	2 Days
Instructors	:	BIBF Staff

Fees: Member Institutions

GCC Nationals	:	Covered by levy
Other Nationalities	:	BD 50

Fees: Non Member Institutions

All Nationalities	:	BD 200
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581 THE KEY ELEMENTS OF SUCCESSFUL SELLING

Description

This course will help participants to effectively use different types of selling techniques for better sales deals. It shows how sales should be planned and managed, ways to overcome customer objections and to finally close the sale.

Objectives

Upon the completion of this course, the participant will be able to:

- Use goal-setting techniques as a way to focus on what should be accomplished and develop strategies for getting there
- Recognize the difference between features and benefits of products and services
- Identify and present the competitive strengths of products and services
- Use different types of selling for different situations
- Identify ways to find new clients and network effectively
 - * Understand the importance of expanding a client base through effective prospecting
 - * Be able to identify target markets and target companies with the 80/20 rule in mind
 - * Identify the objections that can be encountered most frequently
 - * Learn how to recognize when a prospect is ready to buy
 - * Use techniques for closing the sale

Content Highlights

- What is selling
- Essential selling skills
- Features and benefits of products and services
- Setting smart goals/objectives
- Time management tips
- Types of selling
- Selling price
- Sales steps
- Prospecting and networking
- The 80/20 rule
- Overcoming objections
- Body language
- Closing the sale

Target Audience

Sales Professionals

Prerequisites

None required

Course Structure

This course will use interactive training methods of a combination of lecturing, case studies, group discussion/ exercises, role plays and video-based learning

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

582 PUBLIC RELATIONS

Description

This course will help participants apply the fundamental principles of Public Relations to their organizations and manage the PR function effectively.

Objectives

Upon the completion of this course, the participant will be able to:

- Create a PR plan
- Have a better understanding of the media
- Deal and evaluate PR campaigns

Content Highlights

- Public relations, what it can do and how it fits into the organizational structure
- Public relations campaigns
- Public relations functions and the press/broadcast media
- Evaluating public relations effectiveness

Target Audience

Public Relations professionals

Prerequisites

None required

Course Structure

This course will use interactive training methods of a combination of lecturing, case studies, group discussion/exercises and video-based learning

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

583 MARKETING COMMUNICATIONS

Description

This course will help participants identify which communications tool is best suited to achieve specific marketing objectives and how to manage marketing communications in an effective manner to ensure efficient use of the communications budget.

Objectives

Upon the completion of this course, the participant will be able to:

- Develop the appropriate marketing communication mix to address business needs

Content Highlights

- How marketing communications fits in the marketing mix
- What is marketing communications mix
- What is advertising, public relations and sales promotions and how to use them in a coordinated marketing communications strategy
- Pros and cons of media, selection and the media schedule

Target Audience

Employees responsible for marketing communications

Prerequisites

None required

Course Structure

This course will use interactive training methods of a combination of lecturing, case studies, group discussion/exercises and video-based learning

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

586 RELATIONSHIP MARKETING (NEW)

Description

This course will help participants understand the various aspects of relationships marketing. This will help facilitate reduction in customer churn rates, improve customer loyalty, with the flow on organizational benefit achieving a higher rate of return on the marketing budget. It is designed to help participants improve the quality of relationship management and achieve the benefits of long-term customer value.

Objectives

Upon the completion of this course, the participant will be able to:

- Recognize the elements of transactional marketing and relationship marketing
- Understand the relationship marketing process
- Manage the relationship life cycle
- Identify and analyze customer expectations and perceptions of different target groups
- Recognize the tools and techniques used to implement relationship marketing
- Plan and implement customer loyalty program
- Develop a relationship marketing plan
- Address the internal issues that affect success in relationship building
- Use technology to build and maintain relationships

Content Highlights

- What is relationship marketing
- Transactional and relational marketing
- The relationship life cycle
- Relationship marketing and loyalty
- Important factors in developing relationships of different groups
- Measuring customer satisfaction
- Managing customer expectations
- Understand relationship marketing tools and techniques
- Understand the internal factors that affect customer relations
- Using technology to build relationships
- Understand, select and implement a Customer Relationship Management (CRM) system
- Create a customer loyalty program
- Develop the marketing relationship plan

Target Audience

The course is beneficial to participants who are currently involved or expect to be involved in building and maintaining

customer relationships. It is also recommendable to participants who are interested to understand the aspects and benefits of long term customer retention.

Prerequisites

None required

Course Structure

This course will use interactive training methods of a combination of lecturing, case studies, group discussion, exercises and video-base learning

Course Facts

Duration : 2 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 50

Fees: Non Member Institutions

All Nationalities : BD 200

590 HUMAN RESOURCES PLANNING TECHNIQUES

Description

Human resources are one of the most important assets in any organization. A significant aspect of a manager's job is to plan for this in a systematic manner. Human resources planning involves, planning for the right number of employees, in the right place, at the right time, doing the right job. This course is especially designed to keep in view the requirements of the corporate world. It focuses on an integrated approach to the planning function in organizations. It aims to provide participants with the opportunity to evaluate various techniques of planning. It facilitates them to acquire and hone their managerial skills for effective human resources planning in their organizations.

Objectives

Upon the completion of this course, the participant will be able to:

- Assess the importance and implications of human resources planning
- Examine current human resources requirements
- Focus on the integrated approach to human resources planning
- Evaluate various human resources planning techniques
- Develop a system for human resources planning

Content Highlights

- Organizational context
- Job market influences
- Importance of planning
- Human resources assessment
- Human resources planning techniques
- Dimensions of human resources planning
- Career and succession planning

Target Audience

Supervisors and Managers

Prerequisites

None required

Course Structure

This course will use interactive training methods including a combination of lecturing; group discussion/exercises; self-assessment questionnaires; case studies; role-play activities; and team simulations

Course Facts

Duration : 3 Days
 Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy
 Other Nationalities : BD 75

Fees: Non Member Institutions

All Nationalities : BD 300

591 HUMAN RESOURCES MANAGEMENT FOR NON-HUMAN RESOURCES MANAGERS

Description

Human resources management, a multi-disciplinary subject is the responsibility of all managers in the organization. In order to be more effective, managers of different functional areas need to have the required knowledge base in human resources management. This course emphasize on the need for supervisors and managers to have an understanding of the human resources function, since they are involved in the formulation of human resources policies, decisions and implementation. It is imperative that these practitioners assess the various human resources techniques that are best suited for their employees and organization. Above all, they need to appreciate their role as human resources managers.

Objectives

Upon the completion of this course, the participant will be able to:

- Identify the interrelated function of human resources management
- Examine various human resources mechanisms
- Assess the role of managers in the human resources function
- Evaluate the effectiveness of acquisition process
- Analyze the maintenance, development, and utilization policies

Content Highlights

- Human resources mechanisms
- Human resources planning techniques
- Position profiling
- Compensation and reward systems
- Recruitment and selection
- Training and development
- Coaching and counseling employees
- Performance appraisal techniques

Target Audience

Supervisors and Managers

Prerequisites

None required

Course Structure

This course will use interactive training methods including a combination of lecturing; group discussion/exercises; self-assessment questionnaires; case studies; role-play activities; and team simulations

Course Facts

Duration	:	3 Days
Instructors	:	BIBF Staff

Fees: Member Institutions

GCC Nationals	:	Covered by levy
Other Nationalities	:	BD 75

Fees: Non Member Institutions

All Nationalities	:	BD 300
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592 EMPLOYEE TRAINING AND DEVELOPMENT

Description

Training and developing employees is a core function in organizations. Organizations are allocating huge budgets for training their employees who are encouraged to attend training and development programs for enhancing their productivity. This course examines the linkage between training employees and their effectiveness in organizations. The main focus of the course is to identify the needs of employees and formulate training plans accordingly. It aims at providing participants with the opportunity to assess various training methods and evaluate the effectiveness of training given.

Objectives

Upon the completion of this course, the participant will be able to:

- Assess the significance of developing employees
- Differentiate the benefits of various training methods
- Identify training needs of employees
- Develop training plans
- Evaluate the effectiveness of training

Content Highlights

- Significance of training and development
- Developing competencies
- Training needs analysis (TNA)
- Training plan
- Training methods
- Learning domains
- Effectiveness of training

Target Audience

Supervisors and Managers

Prerequisites

None required

Course Structure

This course will use interactive training methods including a combination of lecturing; group discussion/exercises; self-assessment questionnaires; case studies; role-play activities; and team simulations

Course Facts

Duration : 3 Days

Instructors : BIBF Staff

Fees: Member Institutions

GCC Nationals : Covered by levy

Other Nationalities : BD 75

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**COURSE CALENDAR 2010
CENTER FOR LEADERSHIP & MANAGEMENT**

NO	COURSE TITLE	Duration	CODE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	Senior Management														
1	Managing Change	3	508			28-30									
2	Total Quality Management (NEW)	2	509						2-3						
	Middle Level Management														
3	Management Effectiveness	2	504	13-14			14-15	16-17				29-30			
4	Leadership Skills	3	519	26-28	9-11		13-15	9-11		4-6		10-12			28-30
5	Building High Performance Teams	3	563			29-31			1-3	4-6		26-28			
6	Performance Management & Effective Appraisals	3	513		21-23							26-28			
7	Effective Recruitment & Selection	3	555					23-25						2-4	
8	Emotional Intelligence	2	556	13-14					13-14						
9	Negotiation Skills (NEW)	2	567		2-3		14-15								1-2
10	Train the Trainer (NEW)	3	568			28-30								21-23	
11	Talent and Retention Management (NEW)	3	569		21-23								21-23		
12	Strategic Business Planning (NEW)	3	571											7-9	
	Management														
13	Effective Supervisory Skills	3	502	24-26	16-18			4-6		4-6				3-5	21-23
14	Managing People Problems	2	520		10-11	24-25						29-30	18-19		
15	Business Report Writing	4	548	18-21					7-10	4-7			10-13	1-4	
16	Sales Call Report Writing	2	549					26-27							
17	Conflict Management	3	551					23-25							
18	Effective Presentation Skills	4	552	10-13	7-10	28-31	26-29		6-9					22-25	27-30
19	Coaching for Success	3	553			2-4								7-9	
20	Stress Management	2	564	27-28			21-22							3-4	
21	Influencing Behaviour (NEW)	2	585					19-20							22-23
	Administrative														
22	Effective Office Management	2	518			21-22							24-25		
23	Winning with Customer Service	2	524	10-11	3-4		14-15	5-6	27-28	4-5					
24	Communication Skills	2	541	17-18 & 27-28	21-22	14-15	20-21 & 28-29	16-17	2-3				6-7	28-29	22-23
25	Positive Telephone Skills	2	543		3-4		4-5						27-28		
26	Effective Business Writing	4	545			8-11	4-7		14-17				17-20		27-30
27	Effective Time Management	2	526	20-21		21-22	4-5		23-24				24-25		
28	Effective Office Management (Arabic)	2	527				7-8								
29	Service Excellence (Arabic)	3	560			7-9			15-17					23-25	
30	Building High Performance Teams (Arabic)	3	539			2-4									

BPP CLOSED

