

## 2017 FALL PROFESSIONAL TRAINING CALENDAR

Date	Title	Price	Instructor
<b>Sept 20</b> , 1:30-4:30pm	Feedback to boost employee performance	50 Euros	David Turner
<b>Sept 26</b> , 1:30-4:30pm	Dealing with Customer Objections	50 Euros	Josh Miekley
<b>Sept 27</b> , 1:30-4:30pm	Intro to Emotional Intelligence at Work	50 Euros	David Turner
<b>Sept 30</b> , 9am-2:30pm	Front Office Communication in English	80 Euros	Mirela Prifti
<b>Oct 2</b> , 1:30-4:30pm	Moving from Conflict to Collaboration	50 Euros	David Turner
<b>October 4</b>	Modern Business Etiquette	100 Euros	Lauren Skora
<b>October 5</b>	Collaborative Problem Solving	100 Euros	Josh Miekley
<b>Oct 10</b> , 1:30-4:30pm	Business Writing for Impact	50 Euros	Lauren Skora
<b>Oct 16</b> , 1:30-4:30pm	Major Account Management	50 Euros	Julia Janecko
<b>October 17-18</b>	Dynamic Presentation Skills	200 Euros	David Turner
<b>October 26-27</b>	Consultative Selling Skills	200 Euros	David Turner
<b>October 31</b>	Teamwork & Team Building	100 Euros	Josh Miekley
<b>November 1</b>	Productivity & Time Management	100 Euros	Josh Miekley
<b>November 2</b>	Intro to Business Process Improvement	120 Euros	David Turner
<b>Nov 7</b> , 3-6:30pm	Strategic Online Marketing	60 Euros	Elvis Plaku
<b>November 8-9</b>	Win-Win Negotiations	200 Euros	David Turner
<b>November 15-16</b>	Effective Business Writing	200 Euros	Lauren Skora
<b>November 21-22</b>	Management Coaching Skills	200 Euros	Josh Miekley

**Times and Location:** Courses are typically held from 9am-4:30pm at the Lincoln Center Blloku location. The cost for all-day training includes lunch and coffee breaks.

**Registration Deadline:** The deadline is three days before the start date of each course.

Please contact [info@lincoln.org.al](mailto:info@lincoln.org.al) for more information and to learn how we can customize these courses based on the business needs of your organization.

## FALL 2017 COURSE OVERVIEWS

Full course descriptions are available upon request.

### FEEDBACK TO BOOST EMPLOYEE PERFORMANCE

Use feedback to help employees develop new skills and reduce unproductive behaviors.

**Objectives:** Participants will achieve the following benefits:

- Reinforce positive behaviors to motivate employees to increase performance
- Confidently give developmental feedback to reduce unproductive behavior
- Use a collaborative problem-solving approach when giving developmental feedback

**Target Audience:** Managers and team leaders

### DEALING WITH CUSTOMER OBJECTIONS

This module is one of the consultative selling skills that effective sales professionals use to negotiate collaborative buying decisions with their customers.

**Learning Objectives:**

- Learn to move clients from low interest to high interest
- Respond effectively to objections from clients

**Target Audience:** Entry-level B2C and B2B sales representatives.

### INTRODUCTION TO EMOTIONAL INTELLIGENCE AT WORK

Reduce Stress, Improve Work Relationships, Make Better Business Decisions

**Objectives:** This course is designed to provide participants with insights and practical tools that will be used to achieve the following benefits:

- reduced stress
- improved communication and collaboration skills
- better decision making
- creative and innovative solutions to problems
- recognized leadership capacity

**Audience:** Any business professional.

## FRONT DESK COMMUNICATION IN ENGLISH

Create a positive image of your organization from the first conversation

**Objectives:** Participants will achieve the following benefits:

- Manage telephone conversations with increased accuracy and courtesy
- Ask appropriate questions to understand the needs of clients
- Minimize frustration caused by misunderstanding

**Target Audience:** Administrative assistants, receptionists, and other front desk employees.

## MOVING FROM CONFLICT TO COLLABORATION

Apply effective communication skills to collaborate effectively and resolve conflict.

**Objectives:** Participants will achieve the following benefits:

- Learn to identify your conflict resolution style and the styles of others
- Develop confidence to manage conflicts effectively
- Use communication skills and strategies for successful conflict resolution

**Target Audience:** Specialists in any department.

## MODERN BUSINESS ETIQUETTE

Apply business etiquette standards to a wide variety of typical business situations.

**Objectives:** Participants will achieve the following benefits:

- Introduce peers and colleagues in professional functions
- Follow appropriate etiquette in meetings, events, and daily tasks
- Display courtesy on the telephone and in written communications
- Build confidence in interpersonal skills in writing and face-to-face interactions

**Target Audience:** Administrative assistants and specialists

## COLLABORATIVE PROBLEM SOLVING

One of the most valuable contributions employees make is analysing and solving the problems of clients, customers and stakeholders.

### **Objectives:**

- Use a structured process for identifying and defining problems
- Apply techniques for analysing problems, their root cause and impact
- Use creative thinking techniques for identifying solutions

**Audience:** Any specialist involved in analysing or solving problems.

## MAJOR ACCOUNT MANAGEMENT

Develop plans, resources and skills to use with your major accounts to meet the business goals of both the client and the supplier organization.

### **Objectives:**

- Use comprehensive planning to boost revenue from major accounts
- Apply a reliable planning process for all major accounts
- Increase commitment to planning from clients, senior management, and colleagues

**Target Audience:** B2B Sales Directors and Managers of major account.

## DYNAMIC PRESENTATION SKILLS

Whether closing a sale or energizing a team, presentations make the difference between success and failure.

### **Objectives:**

- Build confidence in delivering presentations
- Effectively plan and organize presentations around the audience and desired outcomes
- Observe, identify and practice physical and verbal delivery skills for maximum impact

**Target Audience:** Department Heads & Mid-level Managers in any sector.

## B2B CONSULTATIVE SELLING SKILLS

Use Consultative Skills to Negotiate Collaborative Buying Decisions

Objectives:

- Apply fundamental selling skills to every sales conversation
- More confidently ask for business
- Respond effectively to objections from clients
- Establish rapport that encourages clients to openly share information about their needs

**Target Audience:** Business to Business sales representatives and sales managers.

## TEAMWORK & TEAM BUILDING

We work in teams because we accomplish tasks more effectively working together rather than working separately.

**Objectives:**

- Apply strategies for moving teams through stages of team development
- Diagnose your own team and determine strategies for continuous improvement
- Create plans to strengthen the cohesion and effectiveness of your own team

**Target Audience:** Specialists and supervisors of specialists.

## PRODUCTIVITY & TIME MANAGEMENT

Maintain focus, prioritize responsibilities, and decrease stress due to poor time management.

**Learning Objectives:**

- Improve individual and team productivity
- Boost individuals' motivation due to spending time on top priorities
- Use tools for reducing stress and reducing "time wasters"

**Target Audience:** Specialists in any department.

## INTRODUCTION TO BUSINESS PROCESS IMPROVEMENT

Competitive pressures require organizations to change quickly. In this program, managers will learn to identify ways to do work more efficiently.

### **Objectives:**

- Choose a process for an improvement initiative
- Form a team to address the improvement effort
- Identify critical process problems that must be changed
- Use process improvement tools necessary to design a more effective process
- Implement and sustain the new process

**Audience:** Department Heads & Mid-level Managers in any sector.

## STRATEGIC ONLINE MARKETING

Leverage the digital world to enhance customer experience.

**Objectives:** Participants will achieve the following benefits:

- Apply analytics to increase the effectiveness of email campaigns
- Increase customer engagement with tools such as Facebook
- Help customers move from product awareness to purchase

**Target Audience:** Specialists & Managers in Marketing and PR.

## WIN-WIN NEGOTIATIONS

Achieve mutually satisfying outcomes through negotiations with clients and other professionals.

**Learning Objectives:** Participants will learn to:

- Conduct tough negotiations with purchasing agents and other negotiators
- Increase profits through collaboration and alternatives to a negotiated agreement
- Focus upon interests and issues and avoid dangerous positions.

**Target Audience:** Department Heads & Mid-level Managers in any sector.

## EFFECTIVE BUSINESS WRITING

Learn to use appropriate words and grammar to communicate more effectively to your intended audience.

**Objectives:** Following this training, participants will be able to do the following:

- Write more efficiently and coherently
- Organize a financial report fluidly
- Feel more confident when writing reports and email in English

**Target Audience:** Specialists that use English in written communication.

## MANAGEMENT COACHING SKILLS

Apply proven coaching skills to develop more effective employees and teams.

**Objectives:** Following this training, participants will be able to do the following:

- Understand the role of a coach and how managers can use coaching
- Use the GROW coaching model to effectively develop employees
- Apply listening and communication skills to coaching conversations
- Understand what Feel more confident when writing reports and email in English

**Target Audience:** Managers whose role is to help develop employees

## FULL COURSE CATALOGUE

### **Leadership & Management**

**Project Management.** Deliver on time, within budget to your client's satisfaction.

**Emotional Intelligence at Work.** Increase emotional intelligence to reduce stress and make better business decisions.

**Performance Management.** Managers' success depends on goalsetting, providing feedback, coaching and managing underperforming colleagues.

**Leadership for the 21<sup>st</sup> Century.** Engage in problem solving and lead more effectively.

**Personality Type & Leadership Style.** Use your Myers-Briggs personality type to enhance your communication and leadership.

### **Sales & Marketing**

**Consultative Selling Skills.** Using consultative skills to negotiate collaborative buying decisions.

**Strategic Online Marketing.** Enhance your customers' experience on the digital world.

**Customer Experience and Success.** Manage the five customer service dimensions to exceed clients' pre-sale and post-sale expectations.

### **Dealing with Customer Objections**

### **Communication**

**Intercultural Communications.** Overcome cultural barriers and grow business.

**Business Communications.** Enhance communication colleagues and clients.

**Dynamic Presentations.** Whether closing a sale or energizing a team, presentations



make the difference between success and failure.

**Business Writing Skills.** Write more efficiently in English in reports and emails to elicit action.

**Financial Report Writing.** Create high-impact reports and write professionally.

**Public Image & Media Relations.** Promote the image of your organization to increase customer loyalty and protect brand value.

#### Additional Skill Areas

**Win-Win Negotiations.**

**Productivity & Time Management.**

**Mindfulness in Eight Weeks.**

**Modern Business Etiquette.**

**Problem Solving.**

**Teamwork.**

**Business Process Improvement.**

**Advance Excel**

**From Conflict to Collaboration**

**How to Lead Effective Meetings**

**Giving Feedback to Boost Performance**

## TRAINER BIOS

### **David Turner**

- Taught presentations, negotiations, leadership, sales, and management in workshops to thousands of business professionals in the US, Europe and Asia.
- Contract trainer and executive coach for Forum Corporation, Clarity Consultants
- Executive for IBM, Boston Consulting Group, Thomson Corporation, Thermo Fisher

### **Josh Miekley**

- Managed multi-cultural teams on projects in customer care and marketing
- Delivered training in communication, sales, leadership and management to banks, telecommunication firms, and government clients.
- Master's degree in education

### **Jean-Marie Fahmy**

Mr. Fahmy has more than 40 years of management and corporate training experience, financial services, telecommunications, IT, health care, and manufacturing. Since founding the FGT consulting firm in 1987, Mr. Fahmy has delivered management training to firms including Pfizer, Pratt & Whitney, Bell Canada, CGI, and IBM. Mr. Fahmy and FGT trained hundreds of professionals in Project Management at MobiFon (Connex) in Romania (now Vodaphone).

### **Lauren Skora**

Lauren Skora has experience as an auditor, accountant, logistics coordinator and data analyst. She has delivered writing and presentations training to bank, telecom and government clients. Ms. Skora has taught university-level Economics at University of San Francisco.

**Elvis Plaku**

Mr. Plaku is a digital marketing consultant with corporate, organizational and private business experience. He has served as new media trainer and lead marketer for various organizations. Mr. Plaku has transformed the customer experience for organizations and has helped to increase key numbers such as the conversion rate for retail from walk-ins to customers.

**Mirela Prifti**

Mirela Prifti has trained hundreds of business professionals in communication, writing, and English skills. Ms. Prifti teaches intermediate and advanced level courses at the Lincoln Center and works as an interpreter in high-pressure environments.

**Full trainer CVs are available upon request.**