



Training Directory

AMD International

Dear Colleague,

I'm delighted to present AMDI directory, which showcases a range of exciting programmes and workshops. This year we continue to focus on what AMDI represents and stands for, our ambition to bring real positive behavioural change of personnel in your organisation, creating real motivation and inspiration to perform to the full potential.

In today's competitive environment, organisations should actively look for opportunities to exploit their unique abilities to create and add value to their customers better than competitors. In an operating environment where what you do cannot really be exclusive, your competitive edge lies in the unique capabilities of your people at all levels.

There is a demonstrated relationship between better talent and better business performance and the financial value of your organisation largely depends on the quality of your workforce. Our focus is to effectively work with you to provide appropriate and timely interventions that reconnect individual and team goals to corporate goals and develop talent to enhance performance in the current positions and enable readiness for transition into the next level.

We have designed the programs around you; to enhance profitability, productivity, cost management and growth of your organisation. Significant investment has been made to redevelop and modularise our course designs so that not only are we able to configure the programs to suit your needs but we can also deliver them within days.

I request you to take some time to view our program directory and I'm confident you will find the solution to your capacity-building needs. Remember that any programme you see can be tailored for in-company delivery to maximise the value of proven designs while also making learning fit the culture and context of your organisation.

Should you not find the program you are looking for, kindly contact our dedicated team of professionals who will work with you to develop the program within your specified timeframe.

We look forward to working with you this year.

Terry Mitchell
Chief Executive Officer



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The Balanced Scorecard: Translating Strategy into Action

Overview

Organisations operate in a very complex environment that requires a comprehensive set of performance measures to provide the necessary framework for a strategic measurement and management system. A successfully implemented Balanced Scorecard enables organisations to correctly incorporate the complex set of cause-and-effect relationships among outcome measures and the performance drivers that describe the trajectory of the strategy of those outcomes.

This program is designed to provide management with the practical approach for developing and implementing an effective BSC platform that translates the organisations' abstract strategy into specific, concrete objectives, measures, indicators and actions.

Course Content

- Application of BSC across different functions – Core and supporting functions
- Strategy Mapping: Articulation of drivers and desired outcomes
- Four BSC perspectives to express strategic objectives and KPIs
- Implementation practicalities of BSC – leading and lagging measure
- Cascading the BSC to build organisational alignment
- Integration with existing processes, HR, etc.
- Driving employee performance and accountability
- Effective performance evaluation and learning
- Why balanced scorecards fail – pitfalls to avoid

Learning Outcomes

- Take clear line of sight to the vision and strategy of the organisation, becoming alert to the dynamic environment of the organisation affecting the fit between its strategy and the BSC
- Create a multidimensional and balanced baseline set of performance indicators and make informed decisions through defined reporting and analysis
- Develop transparent measures for assessing performance, determine root causes of performance gaps and identification of appropriate actions for correcting inefficiencies
- Manage the critical issues of launching and communicating the Balanced Scorecard to the staff and to external stakeholders

Target Participants

- Executive Management
- Senior Management
- Middle Management

Business Process Redesign and Implementation

Overview

Establishment of a well-designed and implemented internal management system is a foundation of excellence for all organisations. Most organisations suffer from lack of process transparency and control; often their process responsibilities and interfaces are not clearly defined and there is no systematic approach to the management of the processes. Consequently, it becomes difficult to monitor and control processes thereby exposing them to high operational risks and affecting efforts for continual improvement.

The adoption of the process approach and risk-based thinking makes the system's redesign a practical building block for deploying and realizing strategic initiatives. It therefore offers an objective framework for orientation and action in daily business

Course Content

- Review of core and supporting organisational processes, documentation and workflows
- Redesigning of each process, sub-processes and set of activities
- Development of guidance manuals, standard operating procedures and procedure manuals
- Drawings (typically swim lane and workflow diagrams)
- Developing actionable KPI for all processes
- Practical approaches for new process implementation
- Internal Process Review Assessments
- Performance measurement, monitoring and control
- Internal process and Management Review practices
- Continuous improvement of processes

Learning Outcomes

- Redefine, describe and control your processes (including quality, technical and regulatory processes), their input requirements and output expectations
- Streamline Processes, improve operational efficiency and deliver greater productivity, facilitate process integration and maximize opportunities for cost reduction and new business growth
- Systematically review the capabilities of, and constraints on existing internal resources including people, infrastructure and the environment for operation of processes
- Manage the organizations' knowledge resources and ensure that your products and services satisfy the customer's quality requirements

Target Participants

- Executive Managers
- Senior Managers
- Middle Managers

From Average to Excellent Customer Service

Overview

Companies that offer differentiated, reliable and customer-friendly service have a distinct competitive advantage. Because customers have become more demanding, no longer do they choose speed, quality or price - they now expect all three.

This course equips you with the skills to deliver consistent service excellence at every customer 'touchpoint'. It will also enable you to handle difficult situations and achieve increased customer satisfaction and loyalty.

Course Content

- Developing a customer-focused culture
- The power of communication skills (face-to-face, telephone, email, social media)
- Differentiated Customer Experience
- Meeting Customer Expectations
- Communicating Positively with Customers
- Turning Complaints into Opportunities
- Ensuring Consistent Quality Service
- Generating Customer Loyalty
- Handling Customer Dissatisfaction Effectively
- Building lasting customer relationships that Lead to Loyalty
- Personal Application Plan

Learning Outcomes

- Understand and analyze their customer service processes from start to finish
- Profile the customer categories of the organization and their characteristics
- Understand the importance of the customer service commitment to the long-term future of the organization
- Understand their role in meeting the customer expectations
- Identify customers' real needs from the initial contact
- Deliver consistent service excellence at every customer 'touch-point'
- Provide all customer information with confidence and assertiveness
- Maximize the channels available for communication with the customers
- Handle customer complaints and objections successfully using new techniques
- Maintain a positive, customer-focused attitude, even in challenging situations

Target Participants

- All staff in direct contact with Customers
- Staff from supporting services

Driving Business Performance: Core Leadership Skills Development

Overview

The transition from an individual contributor to a managerial or supervisory role represents a profound psychological adjustment as new managers contend with their new responsibilities. The challenge for companies is how to develop managers' and supervisors' leadership practices, their management skills and competences to drive greater business performance.

This programme provides tailored, talent-driven solutions to equip participants with knowledge and skills to lead others; win their trust and respect and drive frontline performance more confidently and competently. It will transform participants from being "accidental" into "on-purpose, productive and professional" Managers, Supervisors and Team Leaders.

Course Content

- Mechanics and dynamics of leadership and management
- Challenges of frontline leadership and management
- Leadership skills and competences that drive performance
- Aligning people, work and processes-improving efficiency
- Employee engagement and task performance
- Key communication skills – assertiveness and impact
- Time management – owning your time and prioritization
- Creativity and problem solving skills
- Managing individual and team performance

Learning Outcomes

- Gain insights into the preferred leadership style and learn how to be flexible in both leadership and management roles
- Transform individual contributors into taking the responsibilities of the team management
- Identify their personal leadership styles and the effect it has on the variety of work situations
- Describe the principles of performance management and understand the factors that motivate teams and individuals.

Target Participants

- Senior Officers, Team Leaders, Supervisors and New Managers

Business Development Executive Training

Overview

Effective Business Development requires analytical rigor, speed of mind and powerful execution that bridges the gap between strategy and business performance. Business Development teams must combine strong engagement skills, unique industry insights and marketing knowledge to turn prospects into profitable customers.

This programme is designed to equip participants with step-by-step guide to effective prospecting, negotiation, overcoming presentation fears, leveraging cross-selling opportunities and generation of solutions that benefit both the customer and the organisation.

Course Content

- Business Development principles and best practice
- Interplay between corporate and business strategy
- Leveraging business knowledge and relationships
- Getting meetings and maximising your effectiveness
- Creating value and competitive advantage
- Recognising and taking advantage of buying signals
- Effective Communication Skills – Negotiation and Persuasion
- Overcoming Objections and Gaining Commitment
- Business Etiquette and Protocol

Learning Outcomes

- Understand the buying experience: buying motives, attitude, features and benefits
- Prospect for potential clients and turn this into increased new business.
- Meet potential clients by growing, maintaining, and leveraging networks.
- Apply effective closing techniques and improve the strike rates
- Handle objections by clarifying and working through differences to a positive conclusion.
- Identify opportunities for campaigns, and distribution channels leading to increase in sales.
- Using knowledge of the market and competitors to identify the company's unique selling propositions and differentiators.

Target Participants

- Business Development Managers
- Account Relationship Managers
- Sales and Marketing Managers
- Branch Managers

Customer Relationship Management: Maximising Long-term Value

Overview

The challenge you face today is that customers are expecting more individual attention, responsiveness, customization and access, yet are not willing to pay a premium for these services. High customer expectations and lower exit barriers threaten to increase customer attrition. There is therefore need for a sound CRM approach that identifies the most profitable customers and prospects, and devotes time and attention to expanding account relationships with those customers

This program will enable you to create an effective customer relationship management approach integrates internal processes and functions, and external networks, to create and deliver value to the targeted customers at a profit.

Course Content

- How CRM fits within the overall business strategy
- Different perspective of CRM and how it is a holistic approach
- Differentiating Customer-centricity Versus product-centricity and what matters in CRM
- Mapping the customer journey: The backbone of the relationship
- Principles of customer solutions and product/service bundling
- Actionable insights to optimize customer experience
- Mapping touch points, channels and processes
- Different organizational models for customer retention
- Why customer relationships fail and how to succeed

Learning Outcomes

- Apply the contemporary concepts and principles in customer relationship management and understand the impact they have on customers, negative and positive
- Develop a clear understanding of the relationship between account satisfaction, retention and loyalty, and how this impacts on the overall vision of growth for the organisation.
- Segment customers and understanding their expectations, attitudes and behaviour; and mapping the customer journey
- Build the winning formula and ensure consistent superior customer experience, making every interaction an extension of the previous one

Target Participants

- CRM Managers, Marketing Managers, Account Executives, Business Development Managers, Operations Managers, Branch/Divisional Managers, Area Managers.

People Management Skills (Supervisors, Team Leaders & Technical Professionals)

Overview

One day a person is 'one of the team' and the next day they have become a supervisor of the team. To perform this role effectively and get results through other people, requires a new range of supervisor skills.

This course helps participants to make the transition from team member to an efficient and respected supervisor. Through exercises, case studies, practical examples and clear guidelines we will develop the necessary skills and knowledge to achieve results through the effective supervision of staff.

Course Content

- Defining Your Role and Responsibilities
- People Management, Team Development and Delegation
- Time Management
- Motivating yourself and others
- Effective Communication
- Controlling the Team
- Maintaining Team Performance
- Improve Team Performance
- Personal Effectiveness

Learning Outcomes

- Develop the key people management skills to ensure success in your supervisory role.
- Enhance the effectiveness/performance of their team and the achievement of objectives and results.
- Set and reach both personal and team objectives using delegation and time management skills.
- Understand how to overcome barriers to communication.
- Motivate, manage and lead your team and individuals to meet objectives and deliver results.
- Handle difficult situations and people using empathy and constructive feedback.
- Deal more effectively and confidently with difficult behaviours and situations

Target Participants

- Supervisors, Team Leaders and Senior Officers

Performance Management, Appraisal & Feedback

Overview

The traditional performance appraisal practices have tended to focus on back-ward historical performances of employees and failed to adopt a future-oriented strategic focus and its application to maximize employee performance and future potential. There is need for adoption of an integrated performance management process that incorporates goal-setting, performance appraisal, feedback and development of a unified and coherent framework which should aim to align individual performances with the organisation's wider objectives.

This engaging programme has been developed to provide managers and supervisors with practical tools to align individual performance goals with the organizational wider objectives.

Course Content

- Performance Management vs Performance Appraisal
- Objective setting process – Linking KPIs to objectives
- Dealing with difficult performance management issues
- Organisational appraisal process: Measuring results and behaviour
- Appraisal problems – diffusing anger and avoiding misunderstandings
- Addressing performance gaps: formal and informal approaches
- Coaching: key steps of effective coaching
- Performance improvement process and procedures

Learning Outcomes

- Be conversant with the details and operations of the objective-setting/ Action-planning/performance Review and Appraisal Cycle
- Develop the skills and knowledge for discussing and agreeing objectives and action plans with each member of their teams
- Assign each subordinate a development plan to help them improve their performance and support the organization's success
- Address unacceptable performance – indiscipline, underachievement, and how to tackle concerns fairly and effectively

Target Participants

- Team Leaders, Supervisors & Managers

Strategic Well-being for Executives (Stress Management)

Overview

Is stress affecting you and your team members? This is a highly-specialised training course for Executives and Senior Managers that is designed to develop a manager's personal resilience and coping strategies to deal with stress in themselves and others.

Through this development process managers will be better placed in assessing existing and future stressors and enabled to support their teams proactively. Delegates will learn how stress can have a negative impact on organisations and adversely affect productivity and efficiency. Appropriate actions will be explored to reduce this impact.

Course Content

- Physical, mental and emotional signs and symptoms of stress
- Causes and effects of stress
- Understanding the risk exposure of workplace stress
- The link between stress and absenteeism
- Support our team members and colleagues in recognising and managing stress
- How to create a culture of wellbeing
- Implementing a proactive wellbeing strategy
- Visualisation and positive thinking techniques
- Envisioning exercise – where you want to be as a company and how to get there

Learning Outcomes

- Understanding and recognising the signs, symptoms and causes of stress at the individual, team and organisational levels
- Minimising exposure to the negative effects of stress
- Improve skills and confidence to support teams by identifying areas for action
- Identifying the key stressors and how they can be used to reduce stress in the workplace
- Identifying areas of action to create and maintain a mentally healthy workplace
- Maximise efficiency through developing a culture of wellbeing
- The Seven Es framework on effective leadership to create a culture of wellbeing

Target Participants

- Directors
- Senior Managers
- Business Owners
- Heads of Departments

Coaching for Leadership: Create the Spark for Excellence

Overview

To meet today's biggest business challenges, coaching is an essential leadership skill. Managers need to use a variety of tools and approaches as leaders to inspire their people. This is the most effective way to enable teams to deliver extraordinary business results.

On this workshop, you will learn the essential skills required for success through developing a coaching style of leadership. Throughout the two days, you will explore the meaning of leadership and its links to coaching, develop your coaching skills in practice sessions, receive feedback from your peers and build your vision for leadership.

Course Content

- Leadership and management – the contemporary approach
- The Principles of Leadership Coaching
- Assessing your leadership and self-management performance
- Growing Emotional Intelligence
- Feedback and Performance Management
- Working as a Coach-like Leader
- Five Steps for Effective Coaching Conversations
- Applying Coaching in Real-world Situations
- Develop Your Coaching Competencies

Learning Outcomes

- Inspire people through applying visionary coaching tools
- Understand the style of a leader as a coach and its importance
- Make use of a unique coaching model to lead your teams and make your coaching even more effective
- Adapt your coaching to a range of workplace situations
- Understand and use the skills of professional leadership coaching in your day-to-day role
- Give and receive feedback in a coach-like way
- Grow emotional intelligence in yourself and others
- Improve your relationships with colleagues, suppliers and customers

Target Participants

- Experienced Senior Officers and Managers across departments
- Branch and Area Managers

Leadership, Innovation and Change Management

Overview

Complex, adaptive, resilient businesses of the future recognise that change emerges unpredictably. The role of leadership is to actively participate in enabling and facilitating local change, by encouraging effective communications with clarity of understanding of how to act and interact. A key aspect of effective leadership is establishing the right organisational culture that fosters diversity, and encourages creativity, while ensuring the diverse stakeholder group live and breathe the values inherent in that culture.

This program will encourage the leadership approaches that encourage diversity, by fostering the right balance of co-operation and competition find the harmonic of creativity and productivity, ensuring the organisation is best able to adapt in volatile times.

Course Content

- Executive Leadership and Strategic Direction
- Emotional Intelligence and decision making
- Perceptions, assumptions, bias and role conflict
- Creative Thinking and Decision Making
- Dimensions of Change
- Pre-requisite for change
- Wheels in Motion: The Change Cycle
- The Human Reaction to Change
- Involving Stakeholders to Communicate and Implement Change

Learning Outcomes

- Understand your personal leadership strengths and limitations, and connect your own personal values with those of your organisation.
- Recognise the impact of your personal actions and behaviours on those around you.
- Identify how to develop and manage relationships with others, building their commitment to the success of the organisation.
- To establish decision making processes that work across organisational silos
- Describe how to implement a Change Program and overcome Obstacles to Change
- Using the knowledge gained, and contributing in effective change in their organization
- Understand the impact of change in the organization
- Understand the requirement for a sound change process within the organization

Target Participants

- Executive Directors
- General Managers
- Heads of Departments

Redefining Leadership: Strategic Thinking in a Changing Environment

Overview

The rapid pace of change is transforming the business landscape more and more, rendering traditional leadership skills obsolete and challenging executives to equip themselves with new insights and leadership abilities. Executive leadership must keep in tune with the evolving market conditions and future scenarios to build resilient and sustained success while improving operational and strategic agility.

This programme is designed to unravel the complexities of strategic thinking and executive decision making and explore best practice and behaviours that lead to consistent decision-making habits in a constantly changing environment.

Course Content

- Reframing Executive Leadership and Strategic direction
- Broadening Strategic Thinking—creativity v. productivity
- Engineering Strategies that evolve with VUCA environment
- Managing strategic and operational complexity
- Driving real organizational transformation
- Maximizing viable opportunities and improving innovation
- Identifying, acquiring and cultivating new strategic capabilities
- Strategic agility—building adaptability into decisions
- Configuring the change process of your organisation

Learning Outcomes

- Accelerate the ability to implement emerging, successive business strategies with greater speed and flexibility, allowing the organization to move faster in response to change
- Improve the ability to create shared direction, alignment, and commitment throughout the organization
- Achieve growth of not only individual capabilities, but waves of individuals all growing capabilities in a leadership collective
- Implement genuine organizational innovation for not only products and services, but also the organizational systems and processes required to sustain innovation

Target Participants

- Senior Executives, Business Owners, Heads of Departments

Leadership and Strategic Decision Making

Overview

Being a strategic leader, more than just understanding the latest strategic tools, requires focus on developing personal and business insights to grasp the enterprise-wide issues across boundaries and to leverage and integrate the capabilities of resources across all levels of the organization to accomplish complex, multiple-level objectives.

This programme is designed to provide Senior Management with unique themes and patterns and a framework for analyzing decisions with multiple objectives and uncertainties. It will enhance the decision-making capabilities of Managers when confronted with strategic choices, when searching for decision opportunities and when designing strategies and their execution.

Course Content

- Executive leadership requirements for high performing organisations
- Emotional Intelligence: Self-awareness and self-regulation
- Critical perspectives of operational and strategic agility
- Approaches to articulating the vision to inform decision-making and empower employees
- Four key leadership revolutions – agility, authenticity, talent and sustainability
- Decision making process, the realities and challenges
- Dealing with hidden agendas and implementing difficult decisions
- Individual vs. team strategic decisions – group dynamics
- Strategic agility—building adaptability into decisions

Learning Outcomes

- Assess key risks to strategy in the rapidly evolving industry environment and develop an appropriate response
- Develop enhanced decision-making capabilities and to think faster and more creatively about current competitive strategies and solutions
- Gain deepened understanding of organizational dynamics, improve the design and implementation of new initiatives and avoid destructive conflicts
- Become alert to systematic cognitive biases and traps that operate on individuals and groups and learn how to overcome them.

Target Participants

- Senior Managers across every department
- Managers who are earmarked for Senior Positions

Business Etiquette and Protocol: The Polished Professional

Overview

Business is littered with stories of lost sales, eroded relationships, blown opportunities and other scenarios caused by a lack of knowledge or application of 'soft skills.' Business etiquette training directly impacts the bottom line of your organisation because decision makers, colleagues, bosses, clients and prospects will choose to do business with people in whom they have confidence.

This program defines professional behaviour and suggest standards for appearance, actions, and attitude in business environment. It prepares participants to handle a variety of social and business situations: networking events, business meetings, business meals and many more.

Course Content

- The etiquette of Business Communication
- Etiquette on the Move: Business Travel, Parties, Tradeshow, and more
- The Art and Science of Entertaining
- Dressing for Success: Looking Your Best
- Email etiquette and Social Media
- Networking for Success
- International Etiquette

Learning Outcomes

- Explain the four basic behavioural styles and how to adapt to each
- Demonstrate effective self-introductions, introductions of others, and small talk
- Successfully navigate a business meal
- Understand the protocol in ordering in a restaurant, handling alcohol in a business meal, paying the bill, and tipping.
- Understand basic guidelines when it comes to the proper form of address, grammar standards, and use of acronyms in e-mails.
- Understand basic guidelines in the use of the telephone, voicemail, and cell phone.

Target Participants

- Senior Officers and Management – all levels

Mode of Delivery

Our programs are highly interactive and engaging to facilitate positive learning and ensure shared best-practice for carrying out daily roles.

We incorporate in-training assessments involving:

- Individual activities and assessments
- Group activities
- Case study analysis

Why engage AMDI?

Our real-world style of program designs and mode of delivery provides business assurance.

By engaging AMDI, you will benefit from:

- Strong complementary team of local and international trainers with experience, passion and dedication to provide the right learning intervention for your personnel across all levels
- Rapid tailoring of courses for in-company delivery, to maximise the value of proven designs and making the learning fit the culture and context of your organisation
- Leading edge processes and practices in training delivery which has been cited as the best by our customers
- Strong professional relationship with program development partners including accreditation by the Institute of Consulting (UK)



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