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*Develop yourself,
develop your
career*

PwC's Academy

**Training
Programme
Catalogue
2013**



pwc

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PwC – global organisation

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168,710 people
including 8,697 partners
and 160,013 staff

771
locations

158
countries

US\$ 29.2 billion
revenues for the fiscal
year ended 30 June 2011

PwC in Albania

PricewaterhouseCoopers established its presence in Albania in 2004. The team in Tirana currently comprises a total of 35 staff. We are part of the worldwide PricewaterhouseCoopers organization - the world's leading professional services organization, drawing on the knowledge and skills of more than 169,000 people in 158 countries.

Our combination of international and Albanian expertise is fundamental to the high quality of advice and assistance we offer. As elsewhere in the world, PricewaterhouseCoopers in Albania uses the benefit of its hand-on experience to provide a strong level of local understanding and support, in accordance with the international professional standards of the PricewaterhouseCoopers worldwide organization.

Services offered by PwC in Albania

- ✓ Tax and legal
- ✓ Audit and assurance
- ✓ Advisory services
- ✓ Training academy
- ✓ HR services

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PwC's Academy

Knowledge and experience for professionals

PwC's Academy is the educational segment of the global organization PricewaterhouseCoopers (PwC). PwC's Academy comprises experienced professionals who during workshops convey to the learners their knowledge and experience gained from and embedded in daily practice.

We offer a variety of training courses covering work-related skills and abilities required in a modern business environment. The courses are based on the experiences of both our experts and PwC Global. What's more, they are suited to the needs of modern business and tailored to our clients' requirements.

The courses are divided into four areas of professional concentration:

- *Technical skills and abilities (finance and accounting, tax and project management)*
- *Personal effectiveness skills (management skills and soft skills)*
- *International professional qualifications (ACCA, DipIFR, CIPD, PMP, CIA)*
- *Special educational programmes (Mini MBA, training programmes tailored to suit clients' requirements)*

The courses are organized as:

- *Open training courses accessible to everyone*
- *Internal training courses designed to meet individual client needs*
- *Lecturing*

The list of our training courses is not final. We are always open to new training courses designed closely with our clients to ensure that their needs and expectations are fully met.

The training courses at PwC's Academy are taught by our best managers and staff holding the highest degree of theoretical knowledge verified and amplified through practice, in addition to a number of internationally recognized experts.



An overview of Our Approach to Learning

We are able to draw upon a range of tools as appropriate to a given situation, and work with clients to design interventions that are appropriate to the culture and to the experience and needs of the participants.

Our choice of tools and how we use them in the design of programmes, adhere to the principles of Kolb's Learning Cycle, providing:

- Theoretical input to provide context and meaning;
- Planning to help participants consider application;
- Practical experience to learn from doing, and;
- Reflection to develop a learning mindset.

Enclosed are some development tools that we commonly employ:

Overview of approach to learning	Application
Input sessions We engage “thought leaders” from PwC and other local and international experts to present and run discussions on specific topics.	▪ To challenge and stimulate thinking ▪ To raise common understanding and awareness of issues and approaches to address these.
Case studies Development and use of tailored case studies to enable participants to consider how to apply specific scenarios.	▪ To allow participants to test out their learning in a safe and controlled environment with realistic scenario.
Role plays We frequently use role plays in which the facilitator, sets up a scenario where the participants are assigned different roles.	▪ To apply new skills and approaches in a live situation. ▪ To receive and give feedback. ▪ To appreciate how new learning can be applied in the real world.
Small group work on “live cases” This approach encourages individuals to understand the impact they are having on a “given” problem. During the sessions we would ask participants to bring live issues. In exploring their cases we will help them: Explore what they do and say and what they were planning to leave unsaid during those sessions. Identify what their intentions are in relation to the situation they want to resolve.	▪ To uncover some of the beliefs that may be limiting individuals. ▪ To challenge assumptions. ▪ To challenge individuals to do things differently (and do different things). ▪ To support people to take responsibility for their actions.

Project Management

Basic Project Management Training

Who is it for?

- Decision makers who need to understand the project life cycle and importance and principles of project management in organization (project supervisors, heads of departments providing inputs to the projects...)
- People who will be running small-scale projects

What's in it for you and your business?

You will have full understanding of project life cycle and importance of good project management in the organization. Increased understanding of project management in the organization provides project managers with better support from departments involved in the project, as well as much better project supervision by higher management.

What will you be able to do after you receive the training?

You will be able to:

- Plan and execute small-scale projects
- Understand project environment
- Understand project life cycle
- Better monitor and report on-going projects
- Provide better support to project managers
- Increase performance of the project team

What will you do and experience during the training?

You will:

- Get introduced to the basics of the project management
- Get introduced to process groups of project management
- Get understanding of the project life cycle from project initiation to project closing
- Learn from experienced project managers regarding their tips and tricks
- Do interactive exercises

Duration

The course lasts one day (eight hours). It is highly interactive, with right balance between theoretical background and practice exercises.

Number of participants

Up to 15.

Language

English

Advanced Project Management Training

Who is it for?

- People responsible for managing projects as an additional activity to their everyday tasks
- People responsible for managing projects on everyday basis
- Newly appointed project managers

What's in it for you and your business?

You will decrease stress in relation to keeping a project together and increase probability of finishing the project on time, within planned budget and to project scope.

What will you be able to do after you receive training?

You will be able to:

- Initiate, plan, execute, monitor and control and close projects
- Understand project stakeholders and how to manage them
- Manage the project from the point of view of delivering expected business benefits

What will I do and experience during training?

You will learn tools and techniques in:

- Project integration
- Project scope
- Time management
- Cost management
- Quality management
- Human resource management
- Communication management
- Risk management
- Procurement management

Duration

The course lasts two days (each of eight hours). Both days are highly interactive, with right balance between theoretical background and practice exercises.

Number of participants

Up to 15.

Language

English

Project Management

Who is it for?

- Persons who manage diverse projects in addition to their primary daily duties
- Persons who manage projects on a daily basis
- New project managers

What's in it for me and my business?

This programme has been designed to provide understanding of the importance of project management methodology and approach, and to lead participants to develop the same approach towards project management issues. It is also designed to help reduce the stress associated with project management activities, and to increase the chances that the project will be completed on time, within budget and to the required quality.

In addition, through practical exercises, participants will learn about the most important project management tools and techniques.

What will I be able to do after I receive the training?

You will be able to:

- Initiate, plan, execute, monitor and control, and close a project
- Understand and manage all project participants
- Manage a project with a view to achieving business goals
- Understand the processes necessary for the successful completion of a project

What will I do and learn during the training?

During the course we will address the five project management process groups – from the start-up of the project to its closure. These process groups are as follows:

- Initiation
- Planning
- Execution
- Monitoring and controlling
- Closing

Furthermore, we will address the underlying phases of a project life cycle and focus on the main tools and techniques related to project management methodology, as defined by the following nine knowledge areas:

- Project integration
- Project management framework
- Time management
- Cost management
- Quality management
- Human resources management
- Communication management
- Risk management
- Procurement management

Duration

The course lasts three days (24 hours). It is highly interactive, with right balance between theoretical background and practice exercises.

Number of participants

Up to 20.

Language

English

Management and Personal Effectiveness Skills

Strategic Planning

Who is it for?

Top management (CEO, CFO, managers of plan & analysis, marketing, production and sales departments).

What`s in it for me and my business?

Strategic planning matches business strengths and market opportunities. A good strategic plan provides a roadmap for meeting the goals and assessing the progress towards these goals.

What will I do and experience during training?

Topics will include:

- Introduction to strategic planning
- Vision, mission and strategic issues management
- Assumptions and elements of strategic management
- Strategic choice
- Case study.

What will I be able to do after I receive training?

You will:

- Understand what strategic planning is, why it is important and what are strategic decision models
- Understand the stages in company`s business
- Be familiar with key components of strategic management process
- Be able to analyze the key factors which influence selection of appropriate strategy
- Understand the role of technology and business functions in strategic development.

Duration

One day.

Language

English

Business Plan Development

Who is it for?

Top management (CEO, CFO, managers of plan & analysis, marketing, production and sales departments).

What's in it for me and my business?

Business planning is process of creating a successful enterprise. Business planning is a process of setting goals, explaining objectives and then presenting a plan to achieve this goals and objectives.

Important step in launching any new venture or expanding an existing one is the construction of a business plan. Business plan covers what you intend to do with your business and how it will be done. It is a process of bringing down idea to reality through dealing with why, what, who, how, where, when and how of your venture.

What will I do and experience during training?

Topics will include:

- Introduction to business planning concept
- Elements of a business plan
- Business analysis – purpose and method
- Dimensions of business analysis
- Case study.

What will I be able to do after I receive training?

You will:

- Understand the importance of business plan
- Be able to create a business plan
- Understand the purpose, methods and dimensions of business analysis.

Duration

One day.

Language

English

Strategic Management

Who is it for?

Top-Managers with responsibility for setting the direction for their business and overseeing its execution and implementation.

What's in it for me and my business?

Do you spend more time working in your business than working on your business? On this two day course you will benefit from practical exposure to the two prerequisite components of any successful strategy implantation process:

- Strategic thinking -mindsets and perspectives
- Strategy execution skills – implementation know-how, tools and techniques.

What will I do and experience during training?

Topics will include:

- Developing a strategic mindset – understanding your and others thinking styles
- Getting to grips with the concept of "big picture" planning
- Creativity and its place in the planning process
- Managing for value – the behavioral driver for all top mangers
- Developing robust strategic thinking skills
- Challenging current processes and creating a culture of continuous value improvement

What will I be able to do after I receive training?

You will be able to:

- Understand what strategy is and is not!
- Recognize the critical difference between corporate and business level strategy
- Understand the significance of "frames of reference"
- Identify and communicate your competitive advantage
- Define and communicate your "customer value proposition"
- Utilize tools and techniques of business analysis
- Develop realistic, practical and robust implementation plans – answering the who, what where, when and how questions of strategy implementation

Duration

Two days.

Language

English.

Change Management

Who is it for?

This course is intended for senior / top business managers who have direct responsibility for effecting and implementing change in their organization.

What's in it for me and my business?

They say "change is the only constant". Dealing with this change phenomena places new demands on managers and executives to respond in ways that may be very new to them. You don't get "buy-in" overnight but, your success as a manager will be measured by the quality of your response to this new phenomena and your ability to deal effectively with the demands of a change environment. This course will help you to understand the fundamental and critical success factors of successful change management in any organisation.

What will I do and experience during training?

On this two day course you will:

- Learn the principles of organizational change
- Learn the conditions necessary for change to be effective
- Learn the 7 dimensions of culture change
- Understand why so many change initiatives fail

Duration

Two days.

Number of participants

Up to fifteen.

Language

English

What will I be able to do after I receive training?

You will be able to:

- Recognize emerging change scenarios - continuous and quantum and tailor your response and approach to each appropriately
- Know what the critical success factors are in change management and get them right!
- Diagnose the state of readiness of your team or organization to accept change
- Plan your response accordingly
- Get your change governance structures right
- Develop robust and rigorous change implantation plans



Strategic Human Resource Management

Who is it for?

The course is intended for senior HR professionals with responsibility for managing the developing the human capital in their organizations.

What's in it for me and my business?

As markets become more competitive, the Human Resources function faces new and demanding challenges. Economic downturns, credit “crunches” and all the associated pressures of these developments ask new questions of the Human Resources professional. Traditional, administrative roles, activities and perceptions are no longer appropriate. The HR professional must transform to being a business leader and a strategic partner, driving and managing transformation through a demonstrable ability to initiate policy, manage change and ultimately add value to the business.

What will I do and experience during training?

This comprehensive two day course focuses on the key issues relating to the perception, image and actuality of HR in today's businesses. The course will enable participants to review the evolving role of HR and what this role now requires in terms of business and people competencies. It will focus on how to build and negotiate new relationships with staff, line and top management and how to communicate the strategic vision of HR to internal and external stakeholders.

Participants will be provided with an opportunity to review the key areas of HR activity, and learn to develop strategic approaches to make the HR function an essential partner for organisational success.

What will I be able to do after I receive training?

You will be able to:

- Define a new strategic vision for the development of human capital in your organisation and its potential for impact on bottom-line performance
- Communicate this vision to key internal and external stakeholders.
- Identify the priority issues in repositioning the HRM function, its role, responsibilities, activities and relationships.
- Develop strategic approaches to transform the HR function into an essential partner for organizational success.
- Determine the new areas of knowledge and business / people competencies required of the staff in the HRM function.
- Negotiate and build new relationships with line and top management.

Duration

Two days.

Language

English.

Setting Work Objectives

Training purpose and objectives

To teach participant the process and methodology for setting personal and team member work objectives.

Intended learning outcomes

Participants will be able to set work objectives which pass rigorous application of the SMART criteria framework. Using the “downscaling” approach they will be able to ensure the relevance of both their work activities and the work activities of their team members at all times. They will achieve an enhanced understanding of their roles and responsibilities, within the organizational structure and they will have determined the key result areas (KRAs) for their jobs, providing focus and prioritization to their daily work activities.

Practical examples and exercises

It is proposed to use “real” material as a basis for the objective setting workshops. Participants will be asked, in advance, to prepare a set of SMART objectives for themselves and for one of their direct reports. This will provide the raw material for the learning exercise to follow. The benefit of this approach is that it makes the learning relevant and immediately applicable in a real work context for the participants.

Participant group size

For maximum effectiveness no more than 10 participants per workshop is recommended.

Duration

One day.

Indicative content

The workshop will open with a trainer input on the seven (7) element framework (of which *setting SMART objectives* is only one) of achieving personal effectiveness at work. The absolute necessity of adopting a “downscaling” approach to the process will be illustrated, as it is only when individual work activities are visibly connected to and driven by the organisational strategic plan can we expect to achieve value-adding contributions from staff at an individual level.

Once the theoretical foundation has been established the training will continue in the form of a workshop where “real life” objectives, already prepared by the participants will be examined and worked through.

This practical aspect of the course is deemed essential. Setting SMART objectives is a skill that can only be learned by doing and through practice!

Language

English

Leadership

Who is it for?

This course is intended for anyone entrusted with a position of leadership in an organization – whether that position is as a front-line supervisor, middle manager or top executive. The principles of leadership do not change only its scale and range of influence.

What's in it for me and business?

Quality leadership is the hallmark of successful organizations. Some people have a natural talent for the role but good leadership can be learned through training, coaching and practice. The quality of the leadership which is in place through the ranks of an organization will in large part determine the success of that organization in the long-term. It is essential therefore, that anyone who is entrusted with a position and responsibility for leading people fully understands and appreciates what this leadership role requires of them in practice.

What will I do and experience during training?

You will:

- Learn what leadership is and is not!
- Examine the difference between leadership and management
- Be introduced to the “3-in-1” leadership model
- Study the “leadership competency framework”
- Study the 5 levels of leadership and apply this framework to yourself and those in key leadership roles in your organization
- Learn what good leaders do and don't do.
- Learn the critical importance of Emotional Intelligence (EQ) in leadership roles
- Examine the “Situational Leadership” Model and apply this model to your personal circumstances and situation.

What will I be able to do after I receive training?

You will be able to:

- Differentiate between leadership and management and be able to know when to be a leader and when to be a manager.
- Apply the leadership competency framework to assess your levels of personal leadership competence
- Identify your personal strengths and weaknesses as a leader and develop a plan to improve.
- Apply sound leadership principles in your day to day work and
- Be a more effective leader of your people

Duration	Number of participants	Language
One day.	Up to fifteen.	English

Developing a High Performance Culture

Who is it for?

This course is intended for top /senior line managers and for HRM managers who are responsible for delivering organizational success through their people.

What's in it for me and my business?

Management is the process of getting results through people. It is by your results that you will be judged. Getting people to deliver consistent high quality results therefore is the “holy grail” for any organizational manager. Managers who have the know-how and the ability to create and nurture a culture which values, respects and expects high performance from its people are the managers who will distinguish themselves in the competitive marketplace.

What will I do and experience during training?

You will:

- Explore and understand what organizational culture is and what are the factors which influence and determine the creation of an organizational culture
- Examine the importance of culture as a force and determinant of an organizations long-term success (or failure)
- Study the 5 key determinants of organizational culture and apply the 5 factors model to your own organization
- Learn the 5 steps to changing an organizational culture
- Learn the 4 principle of successful culture management

What will I be able to do after I receive training?

You will be able to:

- Carry out a “performance culture diagnostic” in your organization to determine your position on the 4 quadrant matrix
- Describe the “High Challenge / High Support” Model and apply it accurately to your organization
- List the 10 building blocks of creating a high performance culture
- Identify which of the blocks are in place in your organization and which ones are missing
- Start the process of building a high- performance culture in your organization.

Duration

Two days.

Language

English.

Coaching skills

Who is it for?

For managers who want to work more effectively with their team members to achieve high performance and HR professionals.

What's in it for you and your business?

Coaching gets the employees up the learning curve very fast and helps them take initiative, contribute with ideas and make decisions quickly.

What will I be able to do after receiving training?

You will be able to:

- Identify situations where coaching is effective
- Use essential coaching skills
- Use a model for managing a coaching session
- Identify factors which influence effectiveness of coaching sessions
- Apply coaching skills in wide range of interpersonal relations

What will I do and experience during the training?

You will:

- Be presented core information on coaching
- Participate in or observe a simulation of a coaching session
- Practice coaching skills
- Practice managing a coaching session
- Receive immediate feedback

Duration

One day.

Number of participants

Up to 15.

Language

English

Analytical Thinking

Who is it for?

The training course is intended for professionals and middle managers dealing with complex issues.

What's in it for me and my business?

Understanding and solving problems is an essential requirement for effective management. Other competencies required from professionals and managers, such as conceptual thinking and use of expertise, cannot deliver results if analytical thinking is weak and lacks depth.

The training provides a framework and tools for systematic problem analysis. The training also provides participants with clear guidance on the identification of problem elements that can be addressed.

What will I be able to do after I receive training?

You will be able to:

- Continue developing your analytical thinking by applying the effective Problem Solving Model
- Understand critical points and common mistakes made in the problem-solving process
- Use techniques for identifying and evaluating the possible causes of problems, as well as for generating and evaluating solutions to problems.
- Understand what kind of attitude is necessary in order to develop analytical thinking to its full potential.
- Understand that an effective problem solving attitude involves two key processes – creative thinking (generation of multiple answers to a set problem) and systems thinking (testing the feasibility and usefulness of multiple answers options)

What will I do and experience during the training?

- You will be presented with the effective Problem-Solving Model
- You will participate in discussions on the typical phases of problem-solving
- You will be engaged in group work on a case from your real business practice where you will apply the effective Problem-Solving Model
- You will receive feedback on your work.

Duration

One day.

Number of participants

Up to fifteen.

Language

English

Assertive Communication

Who is it for?

The training course is intended for all employees who wish to improve their communication skills and to learn how to:

- Express their opinion and/or disagreement openly and directly, in neither aggressive nor passive way
- Say No without being negative
- React to an attempt of manipulation or emotional blackmail.

What's in it for me and my business?

- Direct, open and respectful communication:
- Reduces the likelihood of misunderstandings and conflicts
- Improves the chances of quick and constructive conflict resolution
- Increases the likelihood of getting what we want, while maintaining good relationship with other people
- Builds self confidence and sense of control over one's life
- Nurtures the respectful relationships among people.

Training is highly interactive, with short theoretical introductions and a lot of opportunities for participants to see, discuss, try and practice this communication style.

Training content

- Three styles of communication – passive, aggressive and assertive
- Basic assertive rights
- Techniques of assertiveness:
 - ✓ *I statements*
 - ✓ How to say *No*
 - ✓ Giving negative feedback
 - ✓ Expressing disagreement
 - ✓ *Broken record*
 - ✓ *Fogging*

Training techniques

- Lecture and group discussion
- Analysis and discussion of video clips
- Role play
- Individual and group work

Duration

One day.

Number of participants

Up to fifteen.

Language

English

Written Communication Skills

Who is it for?

The training course is intended for all employees who wish to improve their written communication skills.

What's in it for me and my business?

Written communication plays an important role in the business world. If we fail to understand and comply with its basic rules, there is a risk that we may be misunderstood, we do not get response on time or do not get response at all.

Ignoring the permanence of written communication and the lack of control over where the paper goes or who reads it, can have serious negative effects.

This training course provides a framework and specific recommendations for successful written communication which will help participants to achieve their desired outcome.

Training content

- The importance and the characteristics of written communication
- Understanding the needs of the reader
- Conciseness and clarity in writing
- Structure of the text
- Clear and neat format of presentation of different types of information and data
- Basic report writing skills
- E-mail and business letter
- Business etiquette and writing.

Training techniques

- Lecture and group discussion
- Individual and group work – writing and/or editing existing texts
- Individual/group work presentation
- Receiving feedback from the facilitator and group.

Duration

One day.

Number of participants

Up to 15.

Language

English

Presentation Skills

Who is it for?

Managers and experienced presenters who want to improve their planning and presentation skills and techniques.

What will I be able to do after I receive training?

You will be able to:

- Understand the importance of careful planning and preparation for a successful presentation
- Learn how to define presentation goals and objectives and how to structure key messages for maximum impact
- Find out how to make a strong first impression
- Learn how to reach the audience and maximize audience interaction
- Understand what kind of impressions the look of your face, the tone of your voice and your body posture make
- Learn how to handle difficult questions and challenging situations during the session
- Practice in a safe environment and receive feedback on your presentation
- Identify your own presentation style and areas for improvement
- Get useful tips for delivering a successful presentation.

What will I do and experience during training?

The training is fully interactive. Registered participants will receive advance copies of the presentation in draft form.

After a brief theoretical introduction to the subject matter and a discussion on topics of current interest, participants will start developing their presentations drawing on the directions and recommendations received. Lots of individual work during the session gives participants the opportunity to hear any comment that the trainer and the group may have on the effectiveness of the presentations seen. All presentations will be videotaped and then played back followed by feedback from the trainer and participants attending the session.

Duration

Two days.

Number of participants

Up to 12.

Language

English

Negotiation Skills

How will I benefit?

The program will strengthen your ability to reach agreements that work. You will uncover your strengths and weaknesses as a negotiator. It will change not only the way you think about your own approach to negotiation, but also the way you think about the negotiation behavior of others. This should help you in every situation in which negotiation is relevant- in your job, in your family life and in relationships with people in general.

How will my organization / company benefit?

You are likely to become better skilled at achieving harmony and consensus inside the organization and obtaining better results on the outside as well - from clients, customers, suppliers, regulators, and the public at large. The skills you will acquire apply to all types of negotiation, whether the agenda is local, national or international and whether there are few or many parties involved.

What is the format?

The day's program is a mix of interactive lecture, case discussion and simulated role plays.

Number of participants

Up to 15.

Language

English.

What will I learn to do differently?

- You will develop the use of five key skills of negotiation (Information-gathering, decision making, persuasion and influence, innovative thinking, and implementation.
- You will learn to recognize the interests in play for both sides of the negotiation and determine the most effective course to follow for a fruitful outcome.
- You will better be able to identify and avoid costly errors in your own thinking habits and those of others.



Stress management

Who is it for?

Middle managers, new managers and professionals, who need to manage themselves and others in stressful situations.

What's in it for me and my business?

Self control supports manifestation of other competencies by putting emotions in the function of achieving business and personal objectives. People strong in self-control and stress management behave constructively in difficult situations and help others to act the same.

This training provides practical guidelines for managing one's own emotions and the emotions of others in order to achieve business objectives.

What will I be able to do after I receive training?

You will be able to:

- Recognize typical stressors in the workplace and understand the ways you can address them
- Recognize stress signals
- Understand how the way we interpret a situation affects the level of stress we experience
- Take control of your behaviour, instead of acting automatically
- Recognise and positively Influence emotional reactions of co-workers in stressful situations.

Duration

One day.

Number of participants

Up to 15.

Language

English

Preventing burnout syndrome

Who is it for?

The course is intended for managers who deal with complex, demanding and challenging situations on a daily basis and are under enormous pressure which is ultimately reflected in their job satisfaction, work-life balance and business performance.

Why is the stress management training course important for me?

Due to current economic situation, which has resulted in extremely competitive behaviour in all industry segments as well as in continuous business process acceleration, innovation and management of changes arising from both external and internal process improvements/changes, management teams are exposed to high levels of stress. High levels of stress combined with the amount of responsibility and job requirements (360 degrees) with the aim of achieving high performance goals and employee job satisfaction can often create conditions for a series of negative consequences, such as:

- Absenteeism
- Poor performance
- Team/colleagues dissatisfied with your work
- Exhaustion
- Burnout
- Depression
- Leaving your job

In order to prevent all these and many other side effects, this unique training course, specifically designed for managers under pressure, will help you learn practical techniques to stop stress and use certain levels of it to achieve better productivity, as well as to eliminate dangerous levels of stress which can be harmful to you, your employees and your company.

This training course is based on the synergy of many years of experience of our trainers and latest global trends in stress management techniques for managers.

What will I do and experience during the training?

You will:

- Learn about positive and negative effects of stress
- Learn how to determine the amount of stress which makes you more productive and remove excess stress from your work
- Create your personal Fight Stress vision, mission and action plan
- Implement stress management in your day to day activities
- Learn how to remove stress from potentially stressful communication
- Learn how to manage your activities more effectively
- Find out about practical techniques for instantaneous stress relief

What will I be able to do after I receive the training?

You will be able to:

- Control stress and learn how to use it to your advantage in both professional and private life
- Identify early symptoms of stress, prevent them and use them to increase productivity
- Identify different types of change and their dynamics, and develop the strategies to effectively meet challenges
- Establish a communication strategy before, during and after the change that will facilitate effective communication
- Successfully manage “difficult” communication with no stress
- Enhance your physical, mental and emotional energy
- Be a successful, relaxed and happy leader who is satisfied with their job, has a good balance between professional and private life and is a high performer.

Duration

The training course is tailored to fit into your busy working schedule and will last two working days.

Time management

Who is it for?

The training course is intended for all employees who want to improve their time management skills and learn how to:

- Organize their work realistically to make sure nothing is going to prevent them from getting the work done on time
- Set priorities in each of their Key Result Areas (KRA)
- Use Key Performance Indicators (KPI) to increase productivity and improve performance
- Say NO to requests that are not on their priority list
- Deal with being overwhelmed at work
- Make an effective TO-DO list
- Achieve a better work-life balance

What's in it for me and my business?

Effective time management will help you:

- Increase productivity and accelerate business processes
- Create an environment that enables you to meet all work-related requirements on time
- Improve the chances of exceeding your superiors'', peers'' and clients'' expectations
- Build your self-esteem and have more control over your professional and private life
- Contribute to creating a high performance culture

The course is highly interactive, combining a short introduction to the theory with plenty of opportunities for participants to learn, discuss and practice time management skills.

Methods of training

- Lecture and discussion
- Video clips – discussion and analysis
- Role-play
- Case studies
- Individual and group activities

Duration

Two days

Number of participants

Up to 20.

Language

English

Marketing

Integrated Marketing Communications

Methodology

We intend to offer our participants combination of power point presentations, interactive contact and debate with our experts who have significant knowledge and experience in the field. Also we intend to offer them number of real life examples (audio, video, print, web...) and case studies from the agribusiness field.

Introduction to Integrated Marketing Communications (IMC)

- Definition of IMC
- Synergy in IMC
- Tools in IMC
- Key features of IMC
- Obstacles to IMC

IMC and branding

- Marketing communications process & brand equity enhancement
- Brand equity
- Brand strategies
- Benefits of branding

IMC planning process

Different IMC planning models

a) Belch G. & M. Belch model:

- Reviewing of marketing plan (examining overall marketing plan and objectives, competitor analysis, role of advertising and promotion)
- Analysis of promotional program situation (External and Internal analysis)
- Analysis of communication process (Analysis receiver's response process, source message, channel factors, establish communication goals and objectives)
- Budget determination (setting tentative marketing communication budget, allocating budget)
- Developing Integrated Marketing Communication Process (Advertising, Direct marketing, Internet marketing, Sales promotion, Public Relations/Publicity, Personal selling)
- Integrating and implement marketing communication strategy (creating and producing ads, purchasing media time, space, design and implement promotional mix programs)
- Monitoring, Evaluating and Controlling Integrated Marketing Communication Programs (take measures to control and adjust promotional strategies)

Integrated Marketing Communications (cont.)

b) 6M Model:

- Market – To who is the communication to be addresses?
- Mission–What is the objective of the communication?
- Message–What are the specific points to be communicated?
- Media–Which vehicles will be used to convey the messages?
- Money–How much will be spent in the effort?
- Measurement– How will impact be assessed after the campaign?

Market strategy, plan and analysis

- Definition
- Types of strategies
- Elements of strategy

Development of the market plan

- Definition of marketing plan
- Elements of marketing plan
- Planning process

Understanding of the consumer behaviour

- Why people buy products?
- Models of behaviour
- How to affect consumers“ behaviour (tips and tricks)

Setting up goals and budgeting

- How to set up goals and objectives?
- Top - Down, Bottom – Up and Top-Down/Bottom – Up models of budgeting

Media plan and the strategy

- Definition
- Creation of media plan
- Components of media plan
- Different media
- Terminology – share, reach, rating, impact, cost per thousand, cost per point...
- How to monitor campaign and measure results

Duration

Two days.

Language

English

Testimonials

They said about us ...

"The tutor demonstrated a high level of professionalism, both in his role as tutor and as a IFRS specialist. Details: excellent material presentation; interesting lectures; ability to spot the individual interest areas of participants demonstrated; the key and fundamental parts of the course were indentified and focused on."

Finance Director

"Knowledge gained at the workshop will help me to prepare for future changes and solve some current issues related to the company's operations."

HR department

"Interesting and informative workshop. Important issues have been discussed. Good teaching staff, competent and highly professional tutors. All questions were answered in full. There was relaxed atmosphere at the sessions, exchange of views; the information received will be useful in the staff routine work."

Head of Legal Department

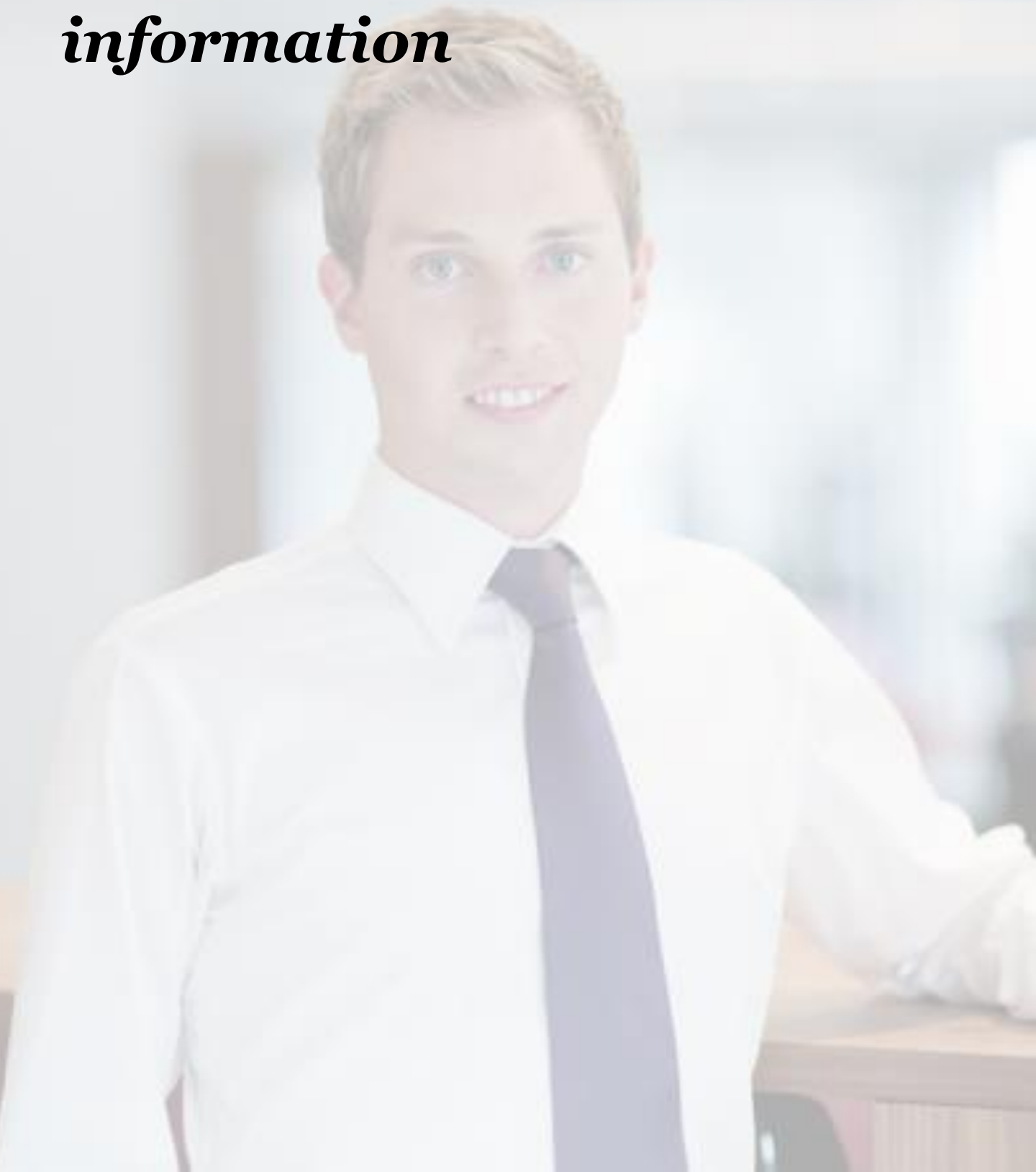
"Interesting, easy-to understand, illustrative examples, qualified specialists."

Tax manager

"High level of the tutors' qualification and delivery of training materials. Thank you!"

Chief accountant

Our contact information



We are here for you ...

In case you are interested or you would like any additional information about our courses, qualifications or tailored solutions, please visit our webpage at www.pwc.com/al

For further information or participation in training events or to discuss your needs and how we can help, please contact:

Kledi Kodra
Senior Manager

kledi.kodra@al.pwc.com
T: + 355 (4) 2 242 254

Arben Sulko
Senior Consultant

arben.sulko@al.pwc.com
T: + 355 (4) 2 242 254
M: +355 69 40 21 711

The Academy

PricewaterhouseCoopers Audit sh.p.k.
Blv. “Deshmoret e Kombit” Twin Towers
Tower No.1 10th floor
Tirana, Albania

T: + 355 (4) 2 242 254

www.pwc.com/al

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