

CATALOGUE



EXECUTIVE EDUCATION

Learn, Grow, Perform Differently!

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ESSENTIAL COMMUNICATION SKILLS PROGRAMS

Professional Communication Skills

Course Duration: 12 Hours

Target Audience: Junior Professionals And Mid Level Managers

Key Topics:

- Objectives of communication
- Communication styles: assertive, aggressive, passive
- Emotional intelligence
- Active listening
- The power of non-verbal communication
- Effective feedback

Learning Objectives:

- ✓ Identify common and personal communication barriers to effective communications.
- ✓ Learn how to become an assertive communicator in workplace
- ✓ Understand emotional intelligence and active listening and how to use it effectively
- ✓ Speak, write and listen with increased confidence and competence.
- ✓ Improve skills that will help you develop confidence to deliver and receive feedbacks effectively
- ✓ Gain knowledge on effective non-verbal communication

Interpersonal Skills

Course Duration: 12 Hours

Target Audience: Junior Professionals And Mid Level Managers

Key Topics:

- What are interpersonal skills?
- Increasing interpersonal success through self-awareness for positive relationship
- Working through conflict and managing difficult people
- Conflict management skills
- Build positive interpersonal communication skills

Learning Objectives:

- ✓ Improve interpersonal skills to resolve conflicts, build consensus, trust, and stronger working relationship with others
- ✓ Broaden your self-awareness through understanding the emotional intelligence competencies for positive relationship
- ✓ Learn to recognize types of conflicts and its root causes
- ✓ Develop strategies to resolve conflict for group collaboration and better relationship

Effective Business Writing

Course Duration: 12 Hours

Target Audience: Junior Professionals And Mid Level Managers

Key Topics:

- Business writing basics
- Effective writing skills: sentence structure
- Planning your writing
- Business correspondence: writing tone and style and common business documents
- Editing documents
- Editing and proofreading for professionalism

Learning Objectives:

- ✓ Recognize the components of effective business writing
- ✓ Plan and outline documents using appropriate tools and strategies
- ✓ Edit documents for quality and consistency
- ✓ Write effective internal and external business documents, email, and reports
- ✓ Quickly generate and organize ideas
- ✓ Tailor your writing style dependent on the audience and goals of the document
- ✓ Communicate more effectively both internally and externally from your organization

Negotiation Skills

Course Duration: 8 Hours

Target Audience: Mid And Senior Level Managers

Key Topics:

- Characteristics of effective negotiations
- Stages of negotiations
- Power and negotiation
- Time in negotiation
- Information in negotiation
- Dealing with difficult people
- Communication and negotiation

Learning Objectives:

- ✓ Develop a deep understanding of different stages of negotiations
- ✓ Learn some tried and tested techniques of effective communication
- ✓ Compare approaches of negotiations and identify the strategies that work for them
- ✓ Practice their conflict management and negotiations skills
- ✓ Develop their skills in negotiating across cultures
- ✓ Assess their own negotiation skills and develop a learning agenda

Networking Skills

Course Duration: 8 Hours

Target Audience: Junior Professionals And Mid Level Managers

Key Topics:

- Importance and benefits of professional networking in business
- Major rules of networking: preparing to network and follow up
- Important networking skills: verbal and non-verbal communication
- Building on-going relationships: how to stay in touch effectively

Learning Objectives:

- ✓ To become more aware and confident while attending different networking events and receptions
- ✓ Know how to approach people, introduce yourself and start a conversation with confidence
- ✓ Know how to keep a conversation going and bring it to an end
- ✓ Understand the importance of listening skills, body language and asking questions

Effective Feedback Skills

Course Duration: 8 Hours

Target Audience: Mid And Senior Level Managers

Key Topics:

- Why is feedback important for effective managerial communication?
- Strategies for giving and receiving an effective feedback
- When feedback is needed?
- Characteristics of effective feedback

Learning Objectives:

- ✓ Delivering employee feedback comfortably and confidently
- ✓ Recognize the importance of feedback
- ✓ Distinguish between different types of feedback
- ✓ Identify basic components of effective feedback

Effective Public Speaking Skills & Techniques: The Art Of Motivating Others To Action

Course Duration: 8 Hours

Target Audience: Mid Level Managers

Key Topics:

- Speech anxiety: its fundamental reasons, and ways to overcome it
- Body language: why it is important, how it conveys meaning, and how to best use it
- Your voice: how to draw attention, voice vs. words, and the power of silence
- Audience involvement: why people are bored and how to deal with difficult audience
- Storytelling: why stories are important, tell vs. feel approach, and the devil is in the details

Learning Objectives:

- ✓ Fight speech anxiety, or stage fright
- ✓ Demonstrate openness and sincerity while speaking
- ✓ Speak with a voice that draws attention
- ✓ Involve the audience into your speech
- ✓ Tell stories that people will remember

Designing And Delivering Effective Presentations

Course Duration: 12 Hours

Target Audience: Junior Professionals And Mid Level Managers

Key Topics:

- Presentation checklist
- Principles of persuasion and motivation
- Structure and design of effective presentations
- Creating strong first impression
- Story telling
- The power of non-verbal communication: body language
- Visual impact

Learning Objectives:

- ✓ Identify personal strength and weakness as a presenter
- ✓ Describe how to design and deliver effective presentation
- ✓ Demonstrate ability to engage their audience using adequate verbal and non-verbal communication
- ✓ Employ appropriate presentation techniques
- ✓ Deliver at least one presentation with confidence using appropriate presentation techniques

Train the Trainer

Course Duration: 16 Hours

Target Audience: Mid And Senior Level Managers

Key Topics:

- Adult learning principles and styles
- Kolb's triangle
- Techniques for sharing information and building skills
- Roles and responsibilities of the trainer
- Effective public speaking
- Importance of active listening
- The art of questioning

- The role of emotional intelligence in communicating with people
- The power of non-verbal communication: body language
- Group dynamics
- Characteristics of a good presentations: presentation design
- Designing effective training materials
- How to design training evaluation forms
- Giving and receiving feedback

Learning Objectives:

- ✓ Learning theories that involve adult learning styles
- ✓ Delivering learning objectives by applying these theories correctly
- ✓ Get acquainted with various training methods and techniques
- ✓ Learn how to use the training games correctly
- ✓ Make the difference between the facilitator and the teacher and to be able to carry both roles easily
- ✓ Developing feedback skills
- ✓ Enhance communication and presentation skills
- ✓ To get better understanding of emotional intelligence components and core skills

LEADERSHIP AND MANAGEMENT PROGRAMS

Leading Teams For a Success

Course Duration: 8 Hours

Target Audience: Mid and Senior Level Managers

Key Topics:

- Defining team and major characteristics of effective team
- What makes a good team?
- What team leaders do?
- Important traits and skills of team leader
- Why team fail?
- Tuckman's model of team development
- Leading teams – situational leadership

Learning Objectives:

- ✓ To identify main characteristics of successful teams and leader
- ✓ To increase the participants understanding on the concept of effective team work, including the dynamic and efficient collaboration
- ✓ To understand an importance of effective communication and emotional intelligence in successful teamwork

Becoming A Leader: Principle And Practice

Course Duration: 12 Hours

Target Audience: Mid Level Managers

Key Topics:

- Personal leadership: what makes a leader?
- Leadership & emotional intelligence
- Leadership styles
- Organizational leadership
- How to advance in the corporate hierarchy
- Fostering creativity & innovation
- Managing change and facing failure
- Coaching – characteristics and styles
- Mentoring as a tool to advance your carrier
- Recognizing others

Learning Objectives:

- ✓ Helping corporate leaders to understand key challenges of leadership
- ✓ Raising awareness of their leadership potential
- ✓ Strengthening their interpersonal skills
- ✓ “Leading out” what is already in the heads and hearts of participants
- ✓ Learning how to build up, manage, and adapt personal style and behavior to a wider range of leadership situations

Leadership Communication

Course Duration: 12 Hours

Target Audience: Mid And Senior Level Managers

Key Topics:

- Fundamentals of leadership communication
- Why is emotional intelligence so important for professionals in workplace?
- Understand and connect with your audience
- Nonverbal and verbal communication
- Prepare and deliver effective presentations
- Strategies for giving and receiving an effective feedback

Learning Objectives:

- ✓ Develop key communication skills and insight into how to inspire others
- ✓ Improve your understanding of yourself and others
- ✓ Get the best out of your people by adapting your communication and management style to appeal to what motivates them
- ✓ Effectively handle challenges such as delivering unpopular news or restoring credibility
- ✓ Gain knowledge on effective non-verbal communication
- ✓ Enhance your presentation and public speaking skills in your workplace
- ✓ Give positive and constructive feedback to your team members to help them develop their skills and succeed at work

Leadership Ethics

Course Duration: 8 Hours

Target Audience: Mid And Senior Level Managers

Key Topics:

- The most important values and principles in ethics
- The definition of moral/ethical leadership
- The characteristics of an ethical organization
- What does it mean to be an authentic leader?
- What do I want people to say about my leadership when I am gone?

Learning Objectives:

- ✓ Ethics and its centrality to leadership
- ✓ Principles of ethical leadership
- ✓ Defining personal & company values
- ✓ Recognizing and solving ethical dilemmas
- ✓ Developing ethical leaders

Manage To Motivate

Course Duration: 12 Hours

Target Audience: Mid Level Managers

Key Topics:

- What is motivation?
- Intrinsic and extrinsic motivation
- What makes a good motivator?
- Motivating yourself
- Human needs and motivation: Maslow's hierarchy of needs
- Motivation in the workplace: whom do you need to motivate?

Learning Objectives:

- ✓ Identify what motivation is
- ✓ Understand how people can be motivated
- ✓ Apply the theories of motivation in the workplace
- ✓ Explore your own motivators
- ✓ Recognize motivators of people you supervise
- ✓ Develop strategies for motivating people with different needs and aspirations
- ✓ Boost employee engagement levels and enjoy the proven outcomes

Running Effective Meetings

Course Duration: 8 Hours

Target Audience: Mid Level Managers

Key Topics:

- Elements of effective meetings: what makes a meeting successful and productive
- Creating a meeting checklist: planning, organizing, running and follow up
- Critical success factors for effective communication during meetings: active listening and emotional intelligence
- Time management tips: how to manage time effectively during meetings

Learning Objectives:

- ✓ Identify your strengths and weaknesses in planning, organizing and running meetings that should lead to desired outcome
- ✓ Create the checklist which will allow to plan and organize meetings effectively
- ✓ Understand and implement the key planning and running techniques that make meetings successful
- ✓ Clarify participant and leadership roles that support meeting success
- ✓ Identify critical success factors for effective communication during meetings
- ✓ Feel more confident about chairing meetings with team and external agencies
- ✓ Return to the workplace equipped and energized to advance as an effective meeting leader or facilitator

Change Management

Course Duration: 8 Hours

Target Audience: Mid And Senior Level Managers

Key Topics:

- Introduction to change management: challenges and opportunities
- Change management stories- failures and successes
- VUCA world
- Types of change
- Resistance to change
- Change readiness
- Leadership during change
- Stakeholders management
- RACI model

Learning Objectives:

- ✓ Describe how to implement a Change Program
- ✓ Identify 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

Strategic Planning and Management

Course Duration: 8 Hours

Target Audience: Mid And Senior Level Managers

Key Topics:

- What is strategy and why is it needed?
- The art of strategy in the 21st century – the new trends
- Generic types of strategy
- Leading change: why change initiatives fail?
- Prioritization – allocation of resources
- Strategic challenge of your organization

Learning Objectives:

- ✓ Identify the values that support your company
- ✓ Define the vision for your company
- ✓ Complete meaningful SWOT analyses
- ✓ Apply tools and techniques to create a strategic plan that directs the organization from the executive to the front line
- ✓ Implement, evaluate, and review a strategic plan

Stress Management

Course Duration: 4 Hours

Target Audience: Junior Professionals And Mid Level Managers

Key Topics:

- Stress and its effects
- Algorithm and formula of stress
- Analysis of stress situation
- Managing stress in the workplace
- Personal coping strategies
- Your personal action plan

Learning Objectives:

- ✓ Understand that stress is an unavoidable part of everybody's life
- ✓ Recognize the symptoms that tell you when you have stress
- ✓ Change the situations and actions that can be changed
- ✓ Deal better with situations and actions that can't be changed
- ✓ Create an action plan for work, home, and play to help reduce and manage stress

Time Management

Course Duration: 4 Hours

Target Audience: Junior Professionals And Mid Level Managers

Key Topics:

- Saying 'no' and negotiating solutions
- Prioritizing workload and key tasks
- Guiding principles of time and self-management
- Identifying your greatest 'time stealers'
- Solutions for managing time effectively

Learning Objectives:

- ✓ Identified their biggest 'time stealers' which reduce their productivity and established solutions to reduce or remove their negative impact
- ✓ Acquired practical time management skills for scheduling, planning and prioritizing work
- ✓ Discussed and practiced a range of recognized time management techniques such as effective delegation, assertively saying 'no' and negotiating alternative solutions

Emotional Intelligence

Course Duration: 4 Hours

Target Audience: Junior Professionals And Mid Level Managers

Key Topics:

- Definition of EQ is and its five competencies
- Applying the competencies
- Understand emotions and how to manage them in the workplace
- Role of emotional intelligence at work
- Empathy & relationships for improved communications
- Managing your own emotions to positive outcomes

Learning Objectives:

- ✓ Gain an insight into emotional intelligence, what it is and how you can use it
- ✓ Identify the benefits of having higher emotional intelligence
- ✓ Learn the five core skills required to practice emotional intelligence
- ✓ Interpret and manage your emotions in any situation
- ✓ Effectively impact others emotional experiences
- ✓ Relate emotional intelligence to workplace situations

FOCUSED PROGRAMS

Finance For Non-Financial Managers

Course Duration: 12 Hours

Target Audience: Mid And Senior Level Managers

Key Topics:

- Become familiar with terminology and general principles
- Analyze and interpret financial information and reports, including cash flow statements and business unit portfolio
- Review typical models of cost allocation among units, products and services and spot how those models can be improved
- Make the distinction between income and cash flow
- Gain exposure to diverse financial approaches, including methods of valuation
- Become adept in financial decision-making

Learning Objectives:

- ✓ Basic foundation in finance terminology, concepts and application you need to become more effective in your role, enabling you to lead your organization without fear of the numbers
- ✓ The ability to identify key issues effecting financial decisions
- ✓ Self-reliance and skills for navigating financial challenges in partnership with, not dependence on, your accounting and financial team
- ✓ Increased confidence in your choices and how they benefit the bottom line
- ✓ The ability to translate financial reports and cost analyses into meaningful feedback for your team

Corporate Finance

Course Duration: 12 Hours

Target Audience: Mid and Senior Level Managers

Key Topics:

- Big picture of corporate finance. What does it involve?
- Structure of financial statements
- Working capital management through financial analysis
- Budgeting and forecasting as an effective a better financial management tool
- External investment decisions
- Issues related to operational and capital expenditures
- Evaluating between alternative financing options
- Contemporary issues related to treasury operations

Learning Objectives:

- ✓ Practical aspects of corporate finance applicable in day-to-day activities, as well as in decision-making process
- ✓ The best practice examples in corporate finance from some of the world's leading companies and Azerbaijan

Project Management

Course Duration: 12/16 Hours

Target Audience: Mid and Senior Level Managers

Key Topics:

- Project integration management
- Project scope management
- Project time management
- Project cost management
- Project quality management
- Project human resource management
- Project communications management
- Project risk management
- Project procurement management
- Project stakeholder management

Learning Objectives:

- ✓ Improve your chances of achieving the desired result
- ✓ Gain a fresh perspective on your project, and how it fits with your business strategy
- ✓ Prioritize your business' resources and ensure their efficient use
- ✓ Set the scope, schedule and budget accurately from the start
- ✓ Stay on schedule and keep costs and resources to budget
- ✓ Improve productivity and quality of work
- ✓ Encourage consistent communications amongst staff, suppliers and clients
- ✓ Satisfy the various needs of the project's stakeholders
- ✓ Mitigate risks of a project failing
- ✓ Increase customer satisfaction

Business Etiquette And Protocol

Course Duration: 8 Hours

Target Audience: Junior Professionals And Mid Level Managers

Key Topics:

- Introduction to the business etiquette and protocol: first impressions, handshakes
- Use and presentation of business cards
- Titles and forms of address
- Maintaining a professional appearance
- Dining etiquette
- Toasts
- Cultural differences

- Order of precedence
- Codes of conduct in the office
- Etiquette for business people travel

Learning Objectives:

- ✓ Introduce yourself and others appropriately and engage in initial conversation
- ✓ Use handshakes effectively
- ✓ Present and receive business cards appropriately
- ✓ Use correct titles and forms of address in different contexts
- ✓ Prepare invitations for various events and different levels of formality
- ✓ Correct form of sending and/or replying to email messages
- ✓ Plan and prepare for hosting important events and meeting dignitaries
- ✓ Plan seating arrangements and balance table seating
- ✓ Create a professional image and maintain positive office relationships
- ✓ Be a courteous traveller and prepare for international business trips

HR For Non-HR Managers

Course Duration: 8 Hours

Target Audience: Mid and Senior Level Managers

Key Topics:

- Human resource management and the organization
- What is human resource planning?
- Recruitment and selection
- Compensation and benefits
- Performance Management
- Training and development

Learning Objectives:

- ✓ Understand the importance of human resource management to the organization
- ✓ Appreciate the key functions associated with human resource management
- ✓ Implement a human resource planning process
- ✓ Understand the importance of recruitment and selection
- ✓ Detail the main types of compensation and benefits systems
- ✓ Implement an effective performance appraisal process
- ✓ Understand the function of training and development and its importance to the organization

Banking Law

Course Duration: 8 Hours

Target Audience: Mid and Senior Level Managers

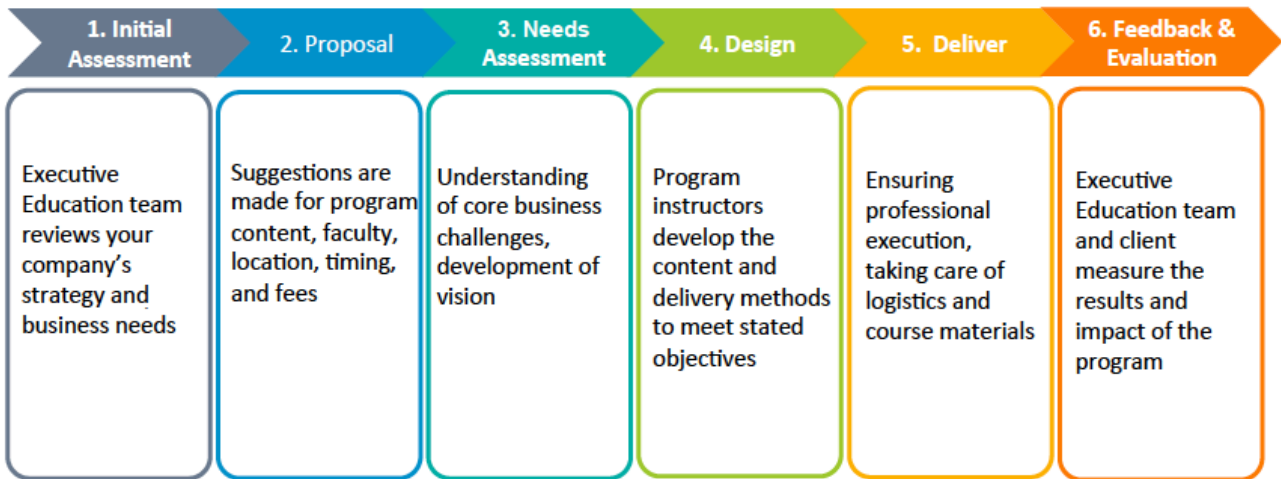
Key Topics:

- Bank regulation and supervision
- Sources of Banking Law
- Corporate Governance in banks
- Prudential requirements in banks
- Bank-Customer relationship - legal risks
- International Banking Law

Learning Objectives:

- ✓ Distinguish between regulatory bodies in the banking sector and understand their power
- ✓ Learn about all the major laws and regulations that apply to banking business
- ✓ Understand the major corporate governance standards for banks

CUSTOM PROGRAMS DEVELOPMENT PROCESS



PROGRAM ADMINISTRATION

Methods of Teaching:

All course content will be presented through PowerPoint instruction, discussions, case studies, group work, simulations and practical exercises.

Course Instructors:

The trainers for this custom programs will be assigned from ADA University Executive Education trainer's pool who are: ADA University faculty, senior administrators and external experts who possess extensive experience in the field of management, leadership and communication. Our trainers have designed and delivered a number of custom programs for corporate sector in Azerbaijan. All trainers have received Master degrees in the leading European and American academic institutions and have international certification in business administration, leadership and management.

Course Fee:

The course fee is estimated for 10-18 participants and includes:

- Customized questionnaires for each participant, needs assessments and program development
- Pre-training consultancy and post-training feedback with Learning and Development department
- Course materials (readings, course workbook and tests), assessments required for the course
- Teaching fee for program instructors and program administration fee for staff
- Certificates
- Coffee Breaks and/or Lunch

Obligations of ADA University Executive Education:

- Executive Education will consult with your organization in the early stages of planning the courses to identify the specific training needs of participants in order to design and implement training ideally suited to their needs
- Customized questionnaires will be sent to all participants in advance
- Final course evaluation by participants will be conducted at the end of each course

Contact Us

To inquire about developing a custom program for your organization, please contact Ms. Aliya Aghalarova, Administrator, Management and Leadership Development Programs, Executive Education, ADA University at: aaghalorova@ada.edu.az; (+99412) 437 32 35 ext. 342.