PARTNERS IN KNOWLEDGE UK LTD
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Fundamental Skills for newly appointed Supervisors & Managers

PIK736-0427 SPN-M-1

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Place	: Madrid	**Venue**	: Hotel Emperador (Gran Via 53 - 28013 Madrid - SPAIN) - TBC		
Start Date	: 26-04-2027	**End Date**	: 30-04-2027	**PPP**	: £4950

Fundamental Skills for newly appointed Supervisors & Managers

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If you can't train them, you can't blame them!

Short Description:

COURSE OVERVIEW The training program is designed to equip recently appointed managers and supervisors with the fundamental skills required to excel in their roles. This initiative emphasises the importance of foundational competencies that are critical for effective management and supervision. By engaging in this training, participants will gain the knowledge and tools necessary to understand their responsibilities, fostering a clear sense of direction in their positions. The program aims to create a structured environment where new leaders can learn and practice essential skills, thereby enhancing their ability to lead their teams effectively. Mastering these essential skills allows new managers and supervisors to navigate their responsibilities with confidence, ultimately contributing to the overall success of the organisation. As they develop these competencies, participants will be better prepared to face challenges and make informed decisions that align with organisational goals. The training serves not only as a means of skill acquisition but also as a platform for building a supportive network among peers, encouraging collaboration and shared learning experiences. By investing in the development of managerial talent, organisations can ensure a stronger foundation for future growth and achievement.

Course Overview:

COURSE OBJECTIVES

At the end of this program, participants will be able to:

- Demonstrate effective communication techniques to engage with team members, peers, and superiors.
- Implement leadership strategies that inspire and motivate teams to achieve organisational goals.
- Utilise conflict resolution skills to address and mitigate workplace disputes and challenges.
- Develop strategies for setting clear expectations and goals for their teams.
- Apply time management techniques to prioritise tasks and optimise productivity.
- Implement feedback mechanisms to promote continuous improvement and development within their teams.
- Understand basic financial and operational concepts relevant to their managerial roles.

TARGET AUDIENCE

- New managers who have recently been appointed to supervisory roles.
- Supervisors who are transitioning into management positions.
- Employees who aspire to become effective managers or supervisors within their organisations.
- Teams or departments looking to develop cohesive and capable leadership from within.
- Organisations that aim to invest in the professional development of emerging managerial talent.
- Individuals seeking guidance to enhance their management skills and effectiveness.
- Groups focused on fostering a supportive environment for leadership growth.

Program Outline:

DAY 1: Effective PR Campaigns

1. Welcome and introduction to the course.
2. Explore perceptions of PR among senior managers and the concept of the global information village.
3. Discuss the importance of valuing reputation and the role of PR in building it.
4. Examine PR campaigns, including their uses, risks, and case study examples of effective and ineffective strategies.
5. Engage in a practical example focused on tackling a business challenge, followed by an introduction to evaluation methods.

DAY 2: A Problem-Solving Approach to Campaigns

1. Understand the concepts of brand, identity, and image as the foundation of reputation, and assess your reputation using gap analysis.
2. Explore the origins of Public Relations (PR) and its basis in social sciences.
3. Identify business strategy and pinpoint problems that need addressing.
4. Learn various problem-solving methods and select the most appropriate one for your situation.
5. Conduct problem analysis through desk research, stakeholder analysis, PEST, SWOT, and establish measurable objectives, including force field analysis and risk identification.

DAY 3: Planning and Costing Campaigns

1. Identify campaign stages and decision points, along with stakeholder roles and their relationships to the campaign.
2. Prepare an effective schedule using critical path analysis to ensure timely execution.
3. Conduct critical path analysis to identify essential tasks and dependencies.
4. Cost the plan by preparing a budget and anticipating potential risks.
5. Coordinate campaign elements across stakeholder groups while practicing with case studies.

DAY 4: Channels, Delivery, and Evaluation

1. Transitioning from strategy to tactics and conducting environmental scanning.
2. Creating a media relations plan, including crisis media relations strategies.
3. Understanding principles of evaluation and utilizing research tools and methods.
4. Assessing channel effectiveness and the use of various media, including social media tools.
5. Implementing influencer strategies to enhance overall effectiveness.

DAY 5: Putting it all together – Effective Delivery in Your Organisation

1. Develop a risk-management strategy and address contingencies to prepare for potential challenges.
2. Cultivate support by effectively selling your ideas to stakeholders within the business.
3. Present your case compellingly to senior management, ensuring clarity and confidence.
4. Understand and interpret body language and other non-verbal signals during interactions.
5. Integrate your campaign into both media and company reporting, while ensuring results are recognised and credited, followed by personal action planning.