

Certified Professional Manager

Today's changing world calls for multifaceted managers who have a more holistic view of business. In response, CPM helps participants master new skills, explore diverse perspectives, and develop new management styles—transforming them into outstanding business leaders who can lead their teams with new skills, judgment, and confidence.

Certificate Objectives:

CPM focuses on Managerial behaviors that play a key role in creating a positive work environment, managing conflict and effectively influencing others toward the organization's strategic goals. The primary objective will be to show how staff, supervisors, managers and leaders need to constantly improve their collaboration, communication and influencing skills. Participants will return to work with a better understanding of their teamwork strengths and areas of development and an ability to develop a personal Leadership Development Plan that focuses on the areas need most improvement.

What to expect from the CPM?

Early career success often comes through specialization in a specific functional domain, but further advancement requires a more comprehensive, multifunctional perspective. Without careful preparation, this transition can be risky and take years to complete—time those companies can afford as they attempt to sustain and grow their business amid uncertain market conditions. CPM is designed to smooth and accelerate this career transition.



CPM Structure

CPM is consisted of five modules. Each module is carefully developed to enhance a required skill for a professional manager.

Who should attend the CPM?

The CPM is designed primarily for managers with recently acquired or significantly expanded management responsibilities. It is also appropriate for functional managers who have important cross-functional or cross-organizational responsibilities.

Module 1: Communication Skills (57 hrs.)

Communication Strategies

Course Outlines:

- Identify common communication problems that may be holding you back.
- Develop skills to ask questions that give you information you need.
- Learn what your non-verbal messages are telling others.
- Develop skills in listening actively and empathetically to others.
- Enhance your ability to handle difficult situations.
- Deal with situations assertively.

Presentation Skills

Course Outlines:

- Know your audience.
- Choose your way of delivering.
- Verbal & non-verbal communication skills.
- Overcoming nervousness.
- Excellent use of presentation tools.
- Presentation Closure.

Business Writing

Course Outlines:

- The value of good written communication.
- How to write and proofread your work so it is clear, concise, complete, and correct.
- How to apply these skills in real world situations.
- The proper format for memos, letters, and e-mails

Emotional Intelligence

Course outlines:

- Perception formation.
- Attitude of perception.
- Understanding the participants and personalizing comments.
- Pitfalls of perception.

Module 2: Management Skills (54 hrs.)

Change Management

Course Outlines:

- Accept there are no normal or abnormal ways of reacting to change, but that we must start from where we are.
- See change not as something to be feared and resisted but as an essential element of the world to be accepted.
- Understand that adapting to change is not technical but attitudinal. Change is not an intellectual issue but one that strikes at who you are.
- Recognize that before we can embrace the way things will be, we may go through a process of grieving, and of letting go of the way things used to be.
- See change as an opportunity for self-motivation and innovation.
- Identify strategies for helping change be accepted and implemented in the workplace.

Anger Management

Course Outlines:

- Recognize how anger affects your body, your mind, and your behavior.
- Use the five-step method to break old patterns and replace them with a model for assertive anger.
- Use an anger log to identify your hot buttons and triggers.
- Control your own emotions when faced with other peoples' anger.
- Identify ways to help other people safely manage some of their repressed or expressed anger.
- Communicate with others in a constructive, assertive manner.

Problem Solving & Decision Making

Course Outlines:

- How to apply problem solving steps and tools
- How to analyze information to clearly describe problems
- How to identify appropriate solutions
- Ways to think creatively and be a contributing member of a problem solving team
- How to select the best approach for making decisions
- How to create a plan for implementing, evaluating, and following up on decisions
- Ways to avoid common decision-making mistakes

Building Successful Teams

Course Outlines:

- The value of working as a team .
- How to develop team norms, ground rules, and team contracts .
- Their team player style and how it can be used effectively.
- Ways to build team trust.
- The stages of team development and how to help a team move through them.
- The critical role communication skills will play in building and maintaining a team atmosphere.
- Ways that team members can be involved and grow in a team setting.

Leadership: Principals & Techniques

Course Outlines:

- Define your role as a manager and identify how that role differs from other roles you have had.
- Understand the management challenge and the new functions of management.
- Discover how you can prepare for and embrace the forces of change.
- Identify ways to get you and your workspace organized and get a jump on the next crisis.
- Identify your leadership profile and explore ways to use this knowledge to improve your success as a manager.
- Enhance your ability to communicate with others in meetings and through presentations.
- Create an action plan for managing your career success.

The Art of Delegation

Course Outlines:

- How delegation fits into their job and how it can make them more successful.
- Different ways of delegating tasks.
- How to use an eight-step process for effective delegation.
- How to give better instructions for better delegation results.
- Common delegation pitfalls and how to avoid them.
- Ways to monitor delegation results.
- Techniques for giving effective feedback

Module 3: Marketing, Sales & Customer Service Skills (27 hrs.)

Marketing Skills

Course Outlines:

- Recognize what we mean by the term “marketing.”
- Discover how to use low-cost publicity to get their name known.
- Know how to develop a marketing plan and a marketing campaign.
- Use their time rather than their money to market their company effectively.
- Understand how to perform a SWOT analysis.

Customer Service

Course Outlines:

- Demonstrate a customer service approach
- Understand how your own behavior affects the behavior of others
- Demonstrate confidence and skill as a problem solver
- Apply techniques to deal with difficult customers
- Make a choice to provide customer service

Module 4: Project Management & Planning (48 hrs.)

Supply Chain Management

Course Outlines:

- Define supply chain management and logistics.
- Explain the vertical integration and virtual integration models.
- Understand the stages in the basic supply chain flow
- Identify participants in the supply chain.
- Recognize supply chain drivers and ways to optimize them
- Align supply chain strategy with business strategy
- Determine what metrics to track and how to benchmark the related data
- Troubleshoot basic supply chain problems
- Identify ways to develop your supply chain, such as using third-party logistics providers (3PL's), insourcing processes, developing sustainable and eco-friendly strategies, leveraging process improvement strategies, and adopting new techniques

Project Management

Course Outlines:

- Understand what is meant by a project.
- Recognize what steps must be taken to complete projects on time and on budget.
- Sell ideas and make presentations.
- Use simple techniques and tools for planning and tracking a project.
- Use methods for keeping the team focused and motivated.

Module 5: Finance for Managers (24 hrs.)

Finance & Accounting for Managers

Course Outlines:

- Defining accounting and finance terms
- Understanding the complete accounting cycle, from recording transactions to reporting results
- Interpreting the balance sheet, income statement and cash flow statements
- Analyzing Financial Statements
- Reading annual reports
- Understanding Generally Accepted Accounting Principles (GAAP)
- Identifying key limitations of financial reporting
- Budgeting techniques
- Payback period
- Net present value (NPV).
- Internal rate of return (IRR).

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For Booking or Inquiries, Please call or email:

info@eslsca.org

Hotline:19298

Mobile: 01011000579