



أكاديمية الزمالة
العربية البريطانية



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Arab British Academy Fellowship
A.B.A.F





Efficiency in dealing with issues

Objectives

- Discuss the difference between management and leadership and the qualities and skills of leadership and its role in building confidence in work
- Discuss the concept of efficiency and effectiveness and excellence in management and how to measure and develop
- Identify the challenges of work that may be crises or problems and how to deal with them
- Understand the fundamental differences between dealing with the level of desires and needs and the level of needs
- Identify the challenges of work and the role of planning and decision-making in addressing them
- Understanding human behavior, how to guide it, influence and build trust

Who Should Attend?

- PR staff
- PR managers
- Team leaders and supervisors
- Directors and Heads of Departments
- Executives

Seminar Outline

DAY 1

- Meaning efficiency and effectiveness and excellence
- Administrative processes and elements of raising the rate of organizational efficiency
- Methods of measuring efficiency
- Internal performance indicators
- Calibration with outstanding organizations



DAY 2

- Leadership and its role in activating change management and analysis of variables
- Reduce resistance to change
- Effective leadership in organizing work environment
- Authorizing authority and building trust in employees
- Review performance and principles of continuous improvement of performance

DAY 3

- What is the crisis and the difference between them and the problem
- The scientific concept of crisis management
- Key differences between crisis management and crisis management
- Elements of successful crisis management
- The composition of the crisis management team and its functions
- Early warning systems.
- Learning from crisis

DAY 4

- Methods of identifying problems
- Predicting problems
- The role of planning in avoiding problems
- Kengger Trego style in problem analysis
- The five step steps to diagnose problems
- The innovative approach to problem solving

DAY 5

- The nature of the decision and the circumstances surrounding it
- Quality standard and acceptance of decision making
- Factors influencing decision-making
- Decision-making methods
- Brainstorming
- Ashikawa fish
- Pareto analysis
- Organizer



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