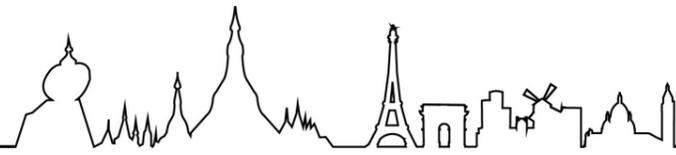


# ONLINE CORPORATE TRAINING CATALOGUE

## 2020-2021

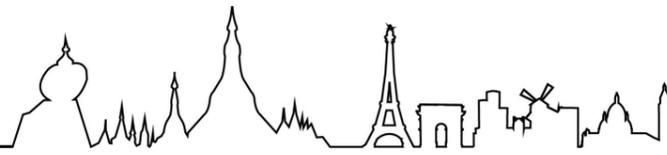




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## INTRODUCTION





## OUR COMMITMENTS



### QUALITY OVER QUANTITY

We only work with professional trainers experienced both in teaching in France, in Myanmar or internationally, and in working in private companies sectors.

They all have the highest level of qualification allowing them to teach, as well as long professional experiences in relation to the subjects they teach.

Finally, we choose to accept only a limited number of students, in order to guaranty the quality of our custom-made programs and to maximize interaction with trainers. And only students who have followed the whole training will be awarded with a certificate.

### TRAINING ADAPTED TO THE NEEDS OF PROFESSIONALS

Our training programmes aim at giving Myanmar and international companies solutions to the problems they face daily. They target Myanmar or foreign professionals who already have several years of experience, and who wish to develop their skills and competences, or to consolidate their experiences with additional knowledge.

Because our trainers both know theory and practice, our training programs are built to make sure that they provide employees with strong theoretical basis, but also with methods and concrete tools which they will use daily in their jobs, whatever their position in the company might be.

Our objective is to make your employees better at their jobs, more efficient and more pro-active, for the well-being of your company and its activities.



## OUR TAILORED CORPORATE TRAINING

### « A LA CARTE » TRAINING ADAPTED TO YOUR NEEDS

Flexibility and adaptability are our motto for our corporate training. We offer flexible and tailor-made training answering your specific needs from our members, either on practical skills, team-building or other topics.

Thanks to our large pool of trainers, we are able to propose a wide range of training programmes and to cover almost any subject. We will always do our best to help you find a solution to the challenges that you face.

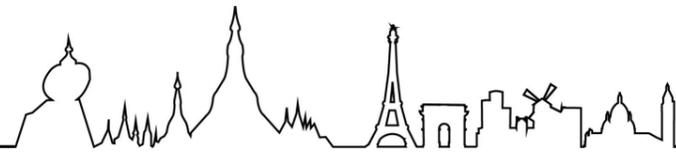
These training programmes are built on-demand by our trainers, in direct collaboration with you, to fit your needs, objectives, schedule, requirements and budget.

As usual, our corporate training programmes emphasise on concrete tools and practical knowledge, to offer your staff a toolbox of skills that they can use right away in their daily missions.

This catalogue shows you different examples of what can be done for your employees but all modules and training are adaptable to your needs.

Due to the situation, these training programmes are all doable online, but when the situation will allow us, we could also organise them at your office, or at CCI France Myanmar training center.





## OUR TRAINERS



### CATHERINE CHAI

Catherine has over 20 years of proven and successful track record in brand strategy, learning & development, facilitation and coaching. She is the author of 'From Bland to Brand – The Essential Branding Handbook for Asian Businesses.' She runs a successful management consulting firm for over ten years and has worked with over 300 leaders and train over 3,000 people in Asia to catalyse growth.

Catherine is a Certified Practising Management Consul-

tant, an ACTA-certified trainer, and a Certified ACC Coach by the International Coaching Federation. She coaches leaders of Fortune 1000 companies to support them in achieving their personal and professional goals. Catherine holds an MBA from the University of Melbourne.



### CARINE LE PORT

Carine Le Port holds a MBA from Yangon University of Economics (Myanmar), a Master of Commerce from the University of Queensland (Australia), and several international certifications as a trainer in the hospitality and tourist sector.

She has 20 years of professional experience in the hospitality, customer service and training business in France, in Australia and in South-East Asia.

She has worked for 15 years for the Starwood group (Le Méridien Hotels) in France and in Asia (Singapore, Cambodia, Thailand) and as a Hospitality & Tourism Tutor for the School of Tourism of the University of Queensland and Griffith University (Australia). She has been living in Myanmar since 2013, working as a Center Director of the Temasek International College, as CEO of EduLink Australia, and as a senior lecturer for Strategy First and STI Myanmar University. Her expertise covers marketing, customer service, sales techniques, communication and hospitality & tourism.



### ANIA MUCHNICKA

Ania Muchnicka worked for 7 years as a public servant and speechwriter for the European Union. She gave over 30 speeches to European as a Speaker of the European Parliament in Brussels. She worked on projects in energy, justice and innovation at the European Commission.

In 2012, she started working in Asia. She has designed MBA courses and trained over 200 people in business administration, management and public speaking.

Among her biggest clients are Asian banks, European SME's and international NGOs. She graduated in Communications and European Affairs in Belgium and France and has a French Modern Languages Master of Arts degree. She is a sworn French-Polish-English legal and business interpreter and translator. She has translated more than 1000 pages and interpreted before Court, notary and for business clients. She has lived in five different countries, worked with more than 30 different cultures and speaks seven languages.



### SANDRA TAN

Sandra is the Founder & Director of Esteem Communications & Training Consultancy, with more than 30 years' experience in retail, corporate and academia work. She is an emerging voice in LinkedIn on hospitality, tourism, retail and entrepreneurship, and a speaker on digital marketing trends and branding.

Sandra is also the Lead Trainer with SHATEC Singapore for the Digital Marketing in Hospitality course, and has conducted more than 15 classes this year. She has also

trained marketing professionals in Thailand, Indonesia, Myanmar and gave a talk on the Next Big Thing in Tourism in the Philippines for the Leaping Forward: Philippines 4.0 Conference in 2019.

Sandra is also the Lead Trainer for Strategic Digital Marketing in Retail & Ecommerce for the Singapore Retailers Association (SRA). She has run two other courses on Social Media Marketing with SRA. Sandra is a certified practitioner & coach for Design Thinking and a master practitioner & coach for Neuro-Linguistic Programming (NLP). She has conducted a Design Thinking course in Chengdu, China.



## OUR TRAINERS



### RAPHAËLE VALLAURI

Raphaële is an expert in the treatment of fears, stress and anxiety. She has developed an original method and has successfully accompanied hundred people around the world.

She holds two Masters and an Executive MBA in Management, Communication and Marketing (France), and a certification in NLP and coaching (USA). She has recently trained in EFT and Alpha Repatterning (Australia).

She has a strong international background as she worked on 4 continents: Europe, South and North America, Asia, North Africa and Middle East.

In 2010, she created her coaching and counseling company specialized in team building and business & life coaching. She has now 6 years of experience as an instructor and collaborated with internationally renowned organizations such as the World Bank, Save the Children or Lafarge Holcim.

Her areas of expertise cover business & life coaching, counselling, stress management as well as marketing, communication or sales development.



### LAETITIA WONG

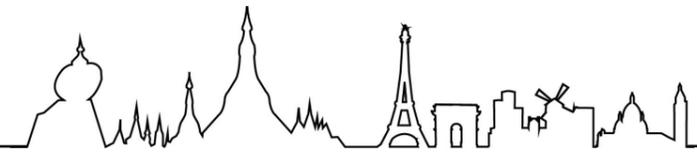
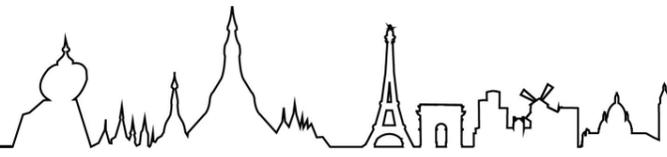
Laetitia has more than 20 years' experience in strategy and B2B sales. Her experience spans across 30 countries and multiple industries and has partnered with leading companies such as L'Oréal, Nestlé, Johnson and Johnson, Citigroup, McKinsey & Company, Japan Tobacco, Samsung Electronics to name a few.

She recently joined a public-listed market intelligence company as Executive Director - Commercial Lead for Asia-Pacific. Prior to this, she enjoyed a brief stint in managing a consultancy startup and served as Country Head of a London-headquartered research firm in Singapore.

Known for her practitioner approach, Laetitia has coached individuals, teams and leaders on topics related to sales excellence, social media mastery and leadership. She avoids theory to a large extent and her #1 goal is to help her clients achieve their goals faster and easier rather than figure these on their own.



Download our Myanmar Salary Survey for free on [www.ccifrance-myanmar.org](http://www.ccifrance-myanmar.org)



## OUR PARTNERS

### LUXURY BUSINESS INSTITUTE (LBI)



With offices in Korea, China and France, Luxury Business Institute is a global consulting and training organization specialized in the luxury industry. Since its creation in 2009, LBI has supported the development of the most prestigious luxury brands through a wide range of customized solutions, from business strategy development, quality of service assessment, executive search, to training strategy customization. For 10 years, LBI has been a key player in aligning the brands' promise and the clients' perceptions while maximizing business results. Luxury Business Institute also collaborates with premium brands and services companies to help them reach luxury industry's standards.

### PARAMI INSTITUTE



Parami Institute was founded on the belief that a liberal education is one of the most impactful and effective models for both personal growth and societal development. As such, we provide a broad-based education in multiple disciplines to nurture and empower Myanmar's young people with engaged critical thinking and analysis skills they need to be effective leaders and citizens. To this end, Parami Institute organizes a variety of educational programs, events, and advocacy initiatives that engage both students and the general public in the push to making high-quality higher education opportunities more readily available to Myanmar's young people.

### MLR COMPANY LIMITED

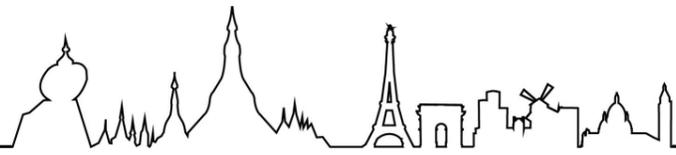


MLR Company Limited is a small-size business law and advisory firm (ISO 9001:2015) established in Yangon. The firm has local and international client base giving us sizable influence throughout the Republic of the Union of Myanmar. We offer a full range of corporate and commercial legal services, including but not limited a comprehensive legal consulting service, incorporation of a Myanmar business, corporate secretarial Service and Legal research service. We also provide internal audit for ISO 9001:2015.

### WALL STREET ENGLISH



Wall Street English description Wall Street English is among the largest providers of English language education for adults around the world. Wall Street English creates a learning experience that is supportive, flexible, and effective. With the highest quality teaching and employment, Wall Street English International certified. ISO 9001:2015. ISO certification is independent reinforcement of our commitment to achieving the highest levels of quality for our staff and students. We have over 420 learning centers located in 20 countries including Myanmar and has provided instruction to over 3 million people with a current enrollment of over 180,000 students.



*"The corporate training we recently completed from CCI France Myanmar was an excellent way for our Sales team to learn all the techniques that every salesperson should have.*

*The training sessions were not only based on theoretical facts, but led every member of the team to participate actively to the workshop and gain practical skills. All these techniques can be applied very well in our daily job. The teacher Carine did an amazing job thanks to her experience and her way of delivering the techniques to the trainees."*

**Emeline Rose**  
Sales Manager  
Easia Travel



*"We are really glad to have the CCI corporate training as Instructor by building voluntary events, capture a great opportunity to enhance learning, successfully significantly strengthen the curriculum and store participants' questions and concerns.*

*And, Instructors use the knowledge of various learning styles of participants in effective and consistent education planning and delivery. If necessary, the instructor will make appropriate adjustments to the class to successfully improve learning successfully.*

*Also, all participants are engaged in activities, critical thinking skills and tasks in their exploration of cognitive content. If necessary, the trainer will adapt activities and projects to enhance start-up and understanding. At the debriefing session, we connect activities to content."*

**Kay Khaing Aung**  
HR-CSR & EHS Director  
Camusat Myanmar

## ONLINE COPORATE TRAINING





## CRITICAL THINKING SKILLS



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Ania Muchnicka  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session

### COURSE OUTLINE

- Questioning Techniques
- Practice SWOT Analysis: how to apply its benefits to the max
- Logical Fallacies: Errors in reasoning that make bad decisions
- Practice critical thinking in a group meeting
- Practice critical thinking in decision making

### METHODOLOGY

The training is based on experiential learning. Participants are involved, practice tools and analyze their behavior, discuss insights and implement new knowledge in their work. Participants consult the trainer with individual needs. The knowledge conveyed during the training is based on best time management tools, behavioral psychology, Action Learning and best practice in business. The Trainer adapts the program during the training to realtime challenges of the participants

### WHY SHOULD I CHOOSE THIS TRAINING?

Can you think through "what if" scenarios, create possible solutions and test out your theories? The success and sustainability of an organization largely depends on the quality of critical thinking skills of employees. This course will help you practice them in the process of problem solving and decision making. Thus, give employees more confidence in independent work.

## EFFECTIVE PROBLEM SOLVER



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Ania Muchnicka  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 9 employees per session

### COURSE OUTLINE

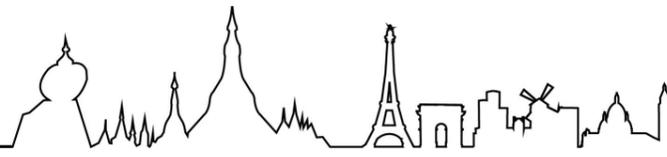
- Learn and practice powerful tools to solve a problem individually and in a group session
- Understand what is your main role in the company and why your opinion and input is crucial
- Practice problem solving and leadership skills necessary to find solutions
- Change your attitude towards problems and work, create more enthusiasm to tackle any problem

### METHODOLOGY

Action Learning by WIAL is a technique that does exactly this for your organisation. It is a process that involves a small group working on real problems, planning and taking action, implementing them and constantly learning as individuals, as a team, and as an organization. Action Learning helps organizations develop creative, flexible and successful strategies to pre-sign problems. Action Learning solves problems and develops leaders simultaneously. Its simple rules empower participants to think critically and work collaboratively.

### WHY THIS TRAINING?

Having strong problem solving skills can make a huge difference to your career and your company. Problems are at the center of what many people do at work every day. Whether you're solving a problem for a client, supporting those who are solving problems, or discovering new problems to solve you need to know how to tackle them and choose an appropriate tool to solve them. With tools and practice you can find solutions quickly and effectively. Without it, your solutions may be ineffective, or you'll get stuck and do no-thing, with costly consequences for you and your company.



## THROUGH THE LENS OF A CRITICAL THINKER



**Duration:** 16 hours (4 days)  
**Venue:** ZOOM  
**Partner:** Parami Institute  
**Language:** English or Burmese  
**Rate:** Contact us for more information at [contact@ccifrance-myanmar.org](mailto:contact@ccifrance-myanmar.org)  
 Up to 20 employees per session

### COURSE OUTLINE

The course will teach students on fundamental understanding of critical thinking, ways to engage in the process of critical thinking, how to build a habit of critical thinking, and use critical thinking as a tool to make sense of the world. In addition, the course will cover fallacies that people make in their thinking processes.

At the end of the program, the students will be able to:

- Understand what critical thinking is
- Show examples of thinking critically
- Demonstrate a few examples of fallacies

Day 1: Why critical thinking; Skill for Complex Problem Solving; Simple/Complicated/Complex Problems; Related Skills to Critical Thinking

Day 2: Quantitative Pitfalls; Formal Fallacies; Argument Structure; Premise/Conclusion; Case Studies

Day 3: Informal Fallacies; Authority and Conformity, Case Studies

Day 4: Recap of Critical Thinking; Case Studies

### WHO SHOULD ATTEND?

For mid-to-senior level management and decision makers.

### WHY SHOULD I CHOOSE THIS TRAINING?

This course introduces pitfalls and biases that people have in making decisions and avoiding these pitfalls and biases will allow you to make the most objective and reasonable decisions that good for your business.



## CLEAR CONCISE AND COMPELLING SPEECH



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Ania Muchnicka  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 9 employees per session

### COURSE OUTLINE

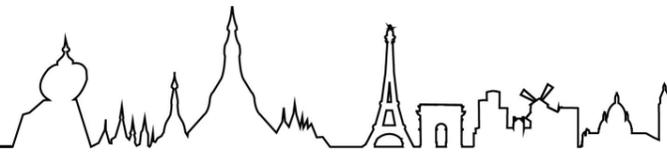
- Practice tools and work with templates to prepare any speech or presentation
- Practice analyzing audience
- Practice understanding your point
- Practice critical thinking in preparation of arguments and examples

### METHODOLOGY

The training is based on experiential learning. Participants are involved, practice tools and analyze their behavior, discuss insights and implement new knowledge in their work. Participants consult the trainer with individual needs. The knowledge conveyed during the training is based on best time management tools, behavioral psychology, Action Learning and best practice in business. The Trainer adapts the program during the training to realtime challenges of the participants

### WHY SHOULD I CHOOSE THIS TRAINING?

Whether pitching an idea, selling products, services or suggesting a change to company's policy we need to make the case. Raise awareness, identify a pressing problem, discuss appropriate solutions, outline specific steps. Speech that makes sense is essential for organizational success, positioning teams to consistently demonstrate confidence, credibility, and expertise, save time and money.



## CONSTRUCTIVE FEEDBACK FOR BETTER TEAM WORK



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Ania Muchnicka  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session

### COURSE OUTLINE

- Be able to differentiate between feelings, needs, thoughts, and demands.
- Listen to people at a deeper level
- See the violence hidden in everyday judgements
- Practice a feedback technique with a template

### METHODOLOGY

The training is based on experiential learning. Participants are involved, practice tools and analyze their behavior, discuss insights and implement new knowledge in their work. Participants consult the trainer with individual needs. The knowledge conveyed during the training is based on best time management tools, behavioral psychology, Action Learning and best practice in business. The Trainer adapts the program during the training to realtime challenges of the participants

### WHY SHOULD I CHOOSE THIS TRAINING?

Giving feedback can easily run the risk of being perceived as criticism—ultimately alienating people instead of helping them learn and achieve goals. Most of us have never learned the skill, so we dread feedback. We have all experienced it as harmful - giving it as well as receiving it. However, there are strategies you can use to ensure you're giving the right kind of feedback that will help your colleague understand how their behavior impacts work. Giving feedback is a skill. And like all skills, it takes practice to get it right.



## CUSTOMER SERVICE SKILLS\*



**Duration:** 15 hours (5 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Carine Le Port  
**Language:** English  
**Rate:** 300 USD/module for members and 400 USD/module for non members  
 Up to 15 employees per session

### COURSE OUTLINE

#### How to spot personality styles? (3 hrs)

- Understanding the four common personality styles
- How to communicate with each style
- Sales techniques / complaint resolutions based on personality styles

#### Effective first impression (3 hrs)

- Create an unforgettable first impression
- Process for meeting and greeting customers
- Body language and mirroring techniques

#### Effective business writing skills (3 hrs)

- Emails etiquette
- Business letter and memorandum structure
- Tips on effective proofreading

#### Complaint resolution (3 hrs)

- Handling demanding customers
- Facing difficult situation professionally
- Complaint resolution process in practice (role play)

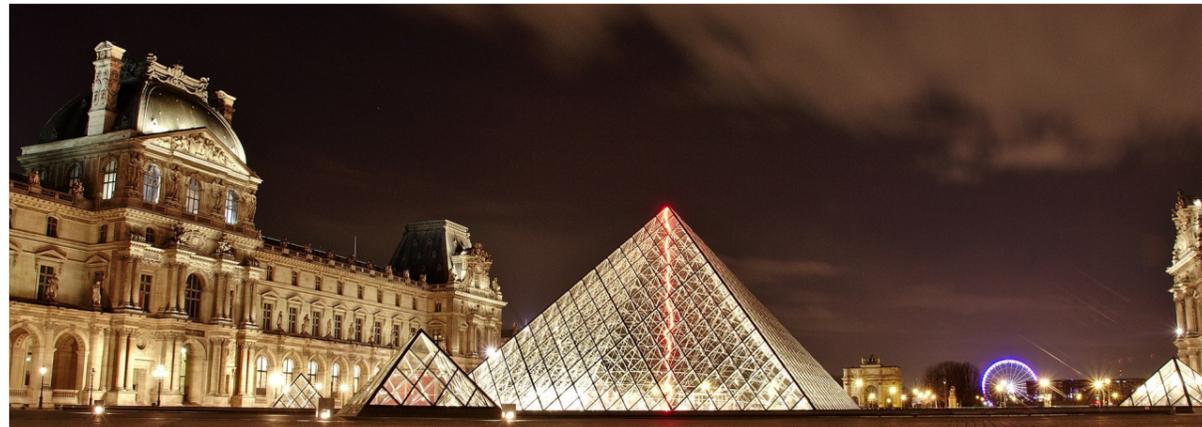
#### Telephone skills (3 hrs)

- Telephone manners
- Active listening techniques
- Techniques for favorable customer attention in calls
- Facing difficult situation professionally

\*Pick up the module you want!



## LUXURY ATTITUDE



**Duration:** 8 hours  
**Venue:** ZOOM  
**Partner:** LBI  
**Language:** English or Burmese  
**Rate:** Contact us for more information at [contact@ccifrance-myanmar.org](mailto:contact@ccifrance-myanmar.org)  
 Up to 8 employees per session

### COURSE OUTLINE

Luxury Attitude delve into the importance of brand experience to satisfy customers and create brand loyalty. It repositions the associate within the organization and inculcate the necessary skills needed to provide remarkable customer service.

#### Luxury and its expectations

- The definition of luxury
- Customers' expectation of luxury

#### Understand luxury service

- Understanding differences between service and luxury service
- The elements of customer experience

#### Perfection of luxury service

- Understanding 3 dimensions of luxury service
- The elements of customer experience
- Deepening understanding of 3 dimensions of luxury service: light and benefit theory, ON/OFF theory

### WHY SHOULD I CHOOSE THIS TRAINING?

LBI trainings provide insight from industry experts. These renown experts share their knowledge directly with our students; insight that only a long career in the luxury could produce.

By restricting the number of trainees to 8 per class, our trainers can dedicate more time to individual trainees.



*"We have been sending our team to different trainings organized by CCI France Myanmar for a few times now. Not only we have good feedback from our team but we also see significant improvements as a result of these trainings.*

*What I appreciate most is that all the lecturers are well experienced and able to encourage the team to place theories into actual business practices. Would definitely recommend to anyone!"*

**Zarchi Damloup**  
**Managing Director**  
**Akhuka Productions**



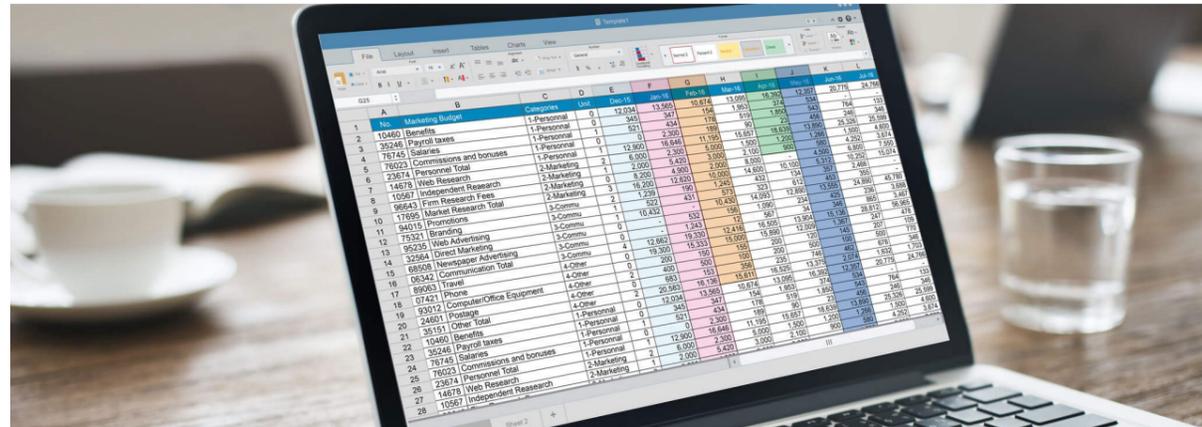
*"Strengthening the results of our HR department has been an important aspect of our corporate goals as it is an essential part of our activity. The training of our team by empowering their skills and confidence was the first step to take in order to achieve this target.*

*The relationship of trust we have with the CCI France Myanmar has naturally led us to ask for their support and expertise in training. Our staff was able to benefit from a high quality training session which allowed them to find solutions to the difficulties they faced and set new goals of success in their work."*

**Jean de Soyres**  
**Country Manager**  
**SeaOwl**



## EXCEL SKILLS FOR BUSINESS



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Partner:** MLR Company Ltd  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 20 employees per session

### COURSE OUTLINE

From beginner to advanced level, this course has been design to provide practical guidance and support to help you become more comfortable and more efficient using EXCEL.

- Key foundations of EXCEL
- How to perform calculation more efficiently
- Essential formulas and syntax
- Time saving tips
- Practical case entirely based on client's needs

### WHO SHOULD ATTEND?

This course is suitable for anyone working with Excel such as:  
 - Admin and finance assistant & Managers  
 - Business development & Sales managers



## HOW TO TAKE ADVANTAGE OF FACEBOOK FOR YOUR BUSINESS



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Carine Le Port  
**Language:** English  
**Rate:** Contact us for more information at [contact@ccfrance-myanmar.org](mailto:contact@ccfrance-myanmar.org)  
 Up to 15 employees per session

### COURSE OUTLINE

#### Planning content that attracts the attention of your audiences

- Understanding graphic design rules
- Exploring types of content that engage Facebook users

#### Communication with customers on FB posts and messenger

- Do's and Don'ts in social media communication
- Discovering Facebook/Messenger tools available (live chat or automated experiences)

#### Basics of advertising campaign plan development

- Understanding the importance of posting new contents on FB to keep audiences engaged
- Exploring techniques for organic advertising versus paid advertising
- Strategies in time of Covid-19: focus on growing your audience and engaged them.

### WHO SHOULD ATTEND?

Myanmar and foreigners - all level employees who want to know how to boost their company visibility via Facebook.



## ASKING THE RIGHT QUESTIONS



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Partner:** Wall Street English  
**Language:** English  
**Rate:** Contact us for more information at [contact@ccifrance-myanmar.org](mailto:contact@ccifrance-myanmar.org)  
 Up to 15 employees per session

### COURSE OUTLINE

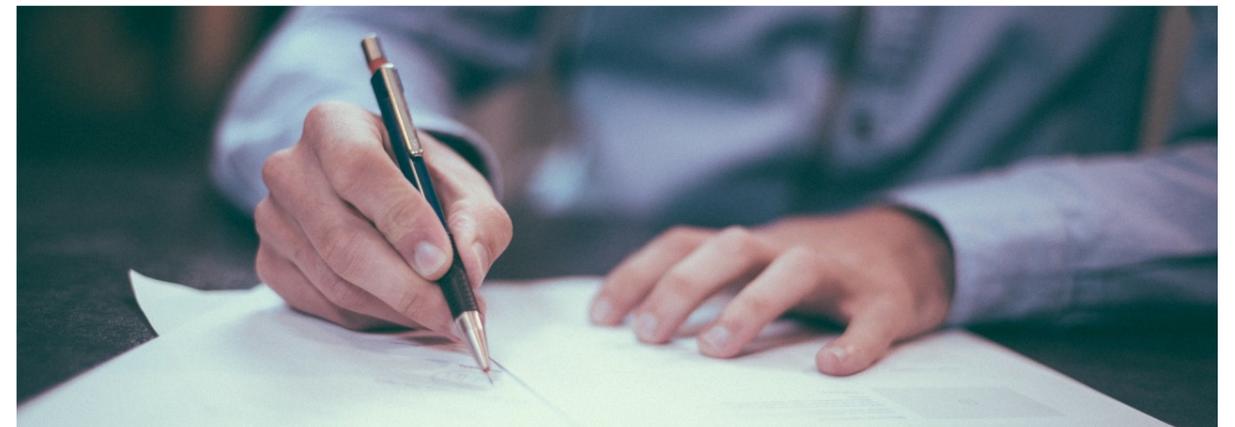
We ask questions every day. But we have never thought about whether we are asking the right questions or not. If the question that you ask is not right, how can you get the right answer that you are seeking? Asking the right question is not just language but it's a skill set that everyone should have.

This training will be able to show the gaps in knowledge and understanding and scaffold the development of understanding. You will discover the individual way of thinking and applying specific mindsets. The key point is that if you give the right question, you will tend to get the right answer. Not only that, but you will also learn how to take control of the conversation if you ask the right questions and it will make you more efficient in your daily work.

### WHO SHOULD ATTEND?

Anyone who wants to learn the basics of finance: entrepreneurs, directors or employees from HR, Marketing, Sales departments etc...

## ENGLISH FOR EFFECTIVE BUSINESS WRITING



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Partner:** Wall Street English  
**Language:** English  
**Rate:** Contact us for more information at [contact@ccifrance-myanmar.org](mailto:contact@ccifrance-myanmar.org)  
 Up to 15 employees per session

### COURSE OUTLINE

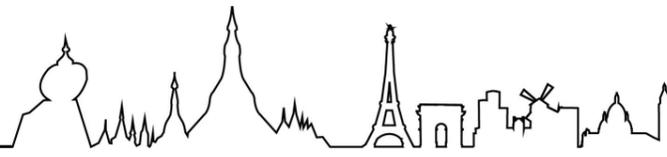
This topic will help participant to write business email, proposal, presentation and reports more effectively and communicate well and understand the:

- Common words or phrases used in Business writing
- Do's and Don'ts while Writing Emails
- Characteristics of Formal and Informal Business writing

### WHY SHOULD I CHOOSE THIS TRAINING?

English is the most widely used language in the business world so having an excellent knowledge of it became essential to employees.

This course will enable you to clearly communicate your ideas through writing.



## MANAGE DIFFICULT PEOPLE AT WORK



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Ania Muchnicka  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session

### COURSE OUTLINE

- Handle potentially emotional employee issues in an unemotional, businesslike way
- Learn diligent documentation when managing difficult employees & adhering closely to company procedures
- Understand what it means to manage an employee "up or out"
- 5 dysfunctions of a team that start with management

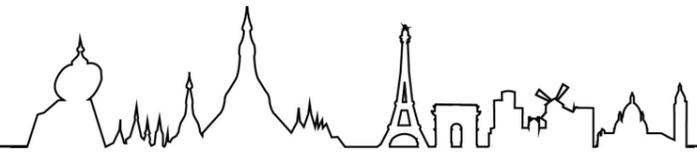
### METHODOLOGY

The training is based on experiential learning. Participants are involved, practice tools and analyze their behavior, discuss insights and implement new knowledge in their work. Participants consult the trainer with individual needs. The knowledge conveyed during the training is based on best time management tools, behavioral psychology, Action Learning and best practice in business. The Trainer adapts the program during the training to realtime challenges of the participants

The course includes management cases, practice of tools plus questions for reflection.

### WHY THIS TRAINING?

Managing difficult employees can sap management time and energy, and cause stress, anxiety, high turnover and loss of money. This course provides a logical framework to help managers approach emotionally-charged employee situations in an unemotional, businesslike way. It describes why it's important to assess employee talent levels and understand employee motivations. It discusses the importance of managing someone "up or out," the reasons for diligent documentation, and the need to adhere closely to company policies in delicate personnel matters.



## MANAGING AND COACHING TEAMS TO SUCCESS



**Duration:** 24 hours (8 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Ania Muchnicka  
**Language:** English  
**Rate:** Contact us for more information at [contact@ccifrance-myanmar.org](mailto:contact@ccifrance-myanmar.org)  
 Up to 15 employees per session

### COURSE OUTLINE

- Understand main dysfunctions in a team & solutions case study
- Problem solving & Leadership skills in practice with Action Learning
- Time management tool & Planning work and executing in practice
- Coaching employees & active listening
- Presenting ideas online with PPT like in a meeting
- Communication tools in multicultural team to manage conflicts
- Managing change and psychology at work
- Giving constructive feedback to help people grow and learn

The training will be conducted with active methods involving all participants, both during experiences, mini lectures, group and individual exercises and discussions based on the most effective method of adult learning. Each participant will know their predispositions, acquire new skills during the exercises, and will be able to express their views and share their experience during the discussion. Participants can count on unresolved issues thanks to consultations with the trainer. The knowledge conveyed during the training is based on the achievements of contemporary social and positive psychology, the Action Learning by World Institute for Action Learning method and modern psychology of management.

### WHY SHOULD I CHOOSE THIS TRAINING?

Employees practice in the online classroom and immediately apply what they learn at work. Every week they come back with questions and deepen their understanding of the tools learned. Progress and transformation are visible from the first week and build up over a month. The trainer is assuring the follow up of each days of training. The trainees gain confidence as a result of success they achieve at work applying the tools. The trainer has time to guide them and help them apply it correctly.



## SUPERVISORY SKILLS\*



**Duration:** 9 hours (3 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Carine Le Port  
**Language:** English  
**Rate:** 300 USD/module for members and 400 USD/module for non members  
 Up to 15 employees per session

### COURSE OUTLINE

#### Decision making (3 hrs)

- Introduction to problem solving techniques
- Evaluating options
- Avoiding common decision making mistakes

#### Team Management Skills (3 hrs)

- Delegating
- Motivating your team
- Coaching your team

#### Positive discipline (3 hrs)

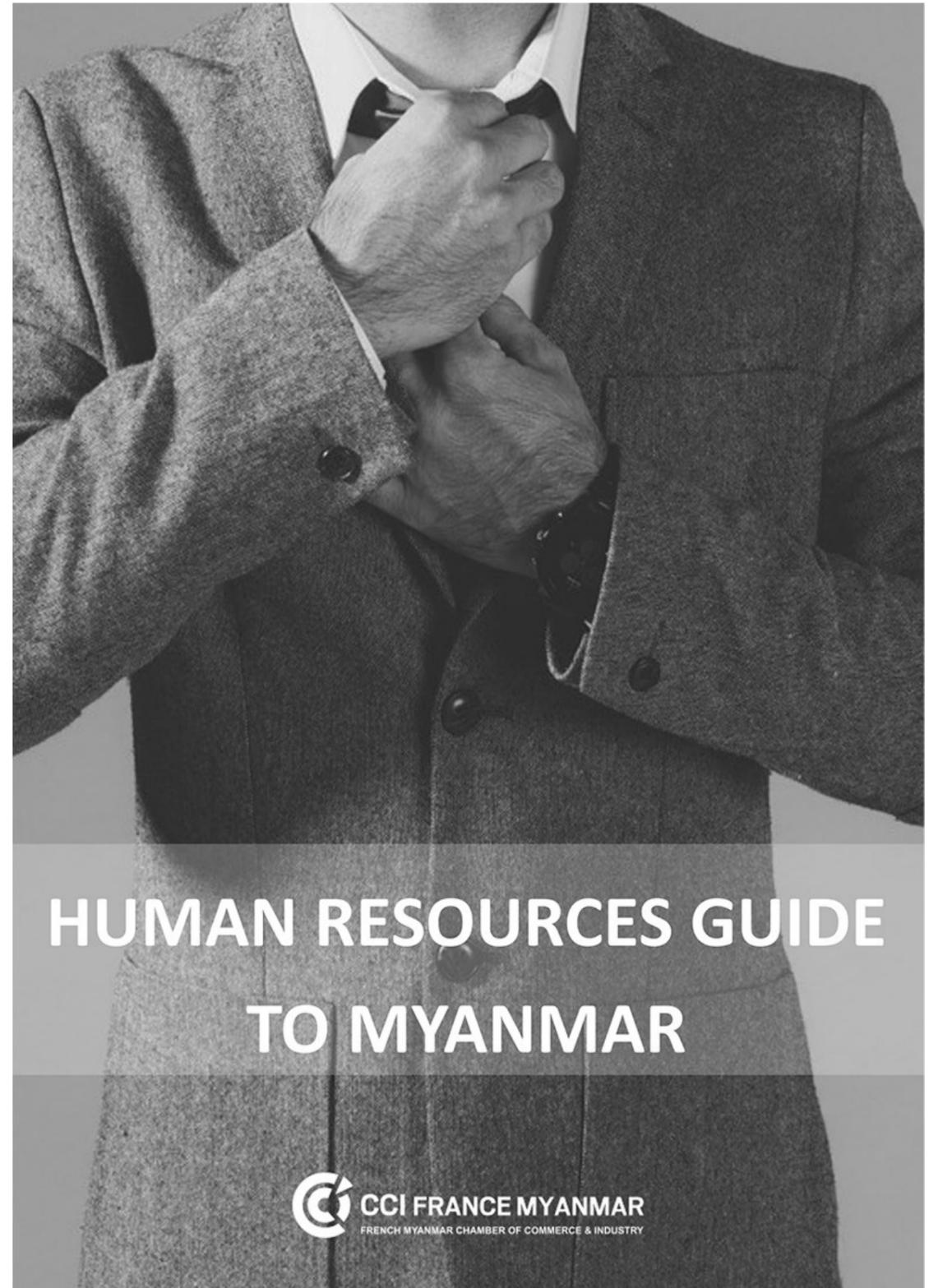
- Myanmar legal framework on discipline
- Positive discipline process
- Effective communication in challenging situations

### WHO SHOULD ATTEND?

Any recently appointed manager wanting to overcome many of the supervisory problems and challenges they may encounter in their new function.

Any manager convinced that leading a group does imply to be flexible and open to change, prompt to react and adapt goal and path, and that the adhesion of the entire group to their project is the best way to make it happens.

\*Pick up the module you want!



Download our Human Resources Guide for free on [www.ccifrance-myanmar.org](http://www.ccifrance-myanmar.org)



## HOW TO TURN YOUR ORGANIZATION INTO A STRONG BRAND



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Catherine Chan  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 20 employees per session

### COURSE OUTLINE

Brand building is widely acknowledged as an effective tool to help companies and organisations differentiate themselves to attract and retain customers. Get a full, complete, and clear understanding of what branding really is to harness its power and benefits. This hands-on and highly experiential two half-day workshop is packed with insights from both global and Asian brands that can be implemented quickly and inexpensively.

#### Day 1

- Concept of brand and branding
- Myths and pitfalls
- Brand identity and brand image

#### Day 2

- Developing a compelling value proposition
- Brand management wheel
- Brand action plan

### WHO SHOULD ATTEND?

Professionals responsible for brand development and marketing, business owners and entrepreneurs looking for competitive advantage, and enterprising individuals seeking new ideas in brand building.



## HOW TO UNLOCK YOUR CREATIVITY



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Catherine Chan  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 20 employees per session

### COURSE OUTLINE

According to LinkedIn, one of the most in-demand job skills in 2020 is Creativity. Regardless of how many machines work beside us, it is our innate, human skills, such as our Creativity, that will hold the highest value. At work, Creativity helps you bring new, inventive ideas to the table, and it enables you to be a force for change in your organisation. In your personal life, Creativity allows you to improve your quality of health and life. It helps you deal with uncertainties and personal challenges with swift, decisive action. In one word, Creativity is essential.

#### Day 1

- Identify your creative thinking characteristics
- Learn 5 types of effective creativity tools and techniques

#### Day 2

- Applying creativity to problems/issues/goals
- Nourishing creativity
- Action plan

### WHO SHOULD ATTEND?

Professionals responsible for brand development and marketing, business owners and entrepreneurs looking for competitive advantage, and enterprising individuals seeking new ideas in brand building.



## PERSONAL BRANDING: HOW TO BE ATTRACTIVE TO GAIN THAT JOB, DATE OR DEAL!



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Sandra Tan  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 20 employees per session

### COURSE OUTLINE

#### What is personal branding?

- Importance of Personal Branding in business or life
- Branding Strategy for Attraction – KLRA Method
- Power of the Vs – Value, Visibility & Voice

#### Authentic attraction

- Power of Knowing You
- Value – Ikigai & You
- Finding Your Super Power!

#### Fatal attraction

- Visibility – Building Your Presence Online
- Jab, Jab, Jab, Hook! – Creating Contents of Value, Info & Benefit
- Video Works! - Using keywords in Videos for SEO

#### Reviewing personal brand video

#### Professional attraction

- Voice – Building Your Thought Leadership Online
- LinkedIn 101- - Building Social Selling Index
- Building Pipeline in Networking
- Collector or Connector?

#### Buidling offline attraction

- Looking Confident For That Job, Date or Deal!
- Building Executive Presence in Meetings
- Role of Public Relations & Public Speaking
- Finding Signifluence: Ultimate Brand Equity

### WHO SHOULD ATTEND?

This course is suitable for executives and middle managers in all lines of work. They are professionals:  
 - who are keen to enhance their personal brand equity online and offline through a strategic concept and methodology  
 - who would like to expand their network through specific social media strategies.



## SOCIAL MEDIA MARKETING: CREATING CONTENTS FOR NEW LEADS



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Sandra Tan  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 20 employees per session

### COURSE OUTLINE

#### Introduction to social media marketing

- Landscape Changes in Social Media
- Trends in Digital Marketing
- Three 'Lives' to Survive In Crisis Period

#### Understanding Customer Avatars

- Converting Followers to Fans
- Beyond Demographics & Psychographics
- Defining Customer Avatars & Customer Types

#### Content creation

- Social Media Strategies & Deep Dive
- Writing Persuasive Stories Contents
- Social Media Calendar
- One Story, Three Angles
- How Video Enhances Contents in Social Media
- Types of Videos
- Storyboarding Good Videos

#### Generating leads through social media

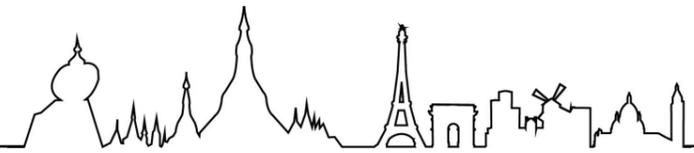
- Role of Funnels Marketing for Leads
- Email Marketing to Build a Lifetime Customer

#### Generating value for success

- Value Ladder for Success
- Communicating Value Via Social Media

### WHO SHOULD ATTEND?

This course is suitable for middle managers and above in the B2C and B2B businesses. They are professionals:  
 - who will need to harness Social Media as part of their brand's marketing strategy to expand online presence, and  
 - who would like to enhance skills in and knowledge of the Social Media Marketing Strategy and Social Media Trends.



## SALES PROFESSIONALS FUNDAMENTALS



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Ania Muchnicka  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session

### WHY YOU SHOULD ATTEND?

Any successful business has these two things in common: a great product and a stellar marketing/sales people who believe in what they do.

These skills are not to be learned from a book. You need to practice them and thoroughly analyse your service, customer and your company's marketing strategy. Can you access the almost limitless mental resources you possess? We will take a look at how you can use tools to help you sell better, present better and relate better to your clients.

### COURSE OUTLINE

- Fundamental powerful skills you must have to succeed in sales
  - Understand your customer and their need to adapt your selling offer
  - Create compelling products and services value proposal customers want to buy
- \* Modules will be adapted to the specific group's needs and dynamics

### WHO SHOULD ATTEND?

Myanmar all level salespeople who want to improve their skills through practice.

Foreigners working in Myanmar who want to effectively sell and understand their Myanmar customers.

All employees who consider career in sales or want to improve sales skills. It will be a great occasion to learn from professionals in a safe environment and network.

## SELL YOUR IDEAS



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Partner:** Wall Street English  
**Language:** English  
**Rate:** Contact us for more information at [contact@ccifrance-myanmar.org](mailto:contact@ccifrance-myanmar.org)  
 Up to 15 employees per session

### COURSE OUTLINE

People have many creative ideas to improve their work experiences, customer experiences, sales, and other business functions. However, it is always important that those ideas are not to reserve within yourself but need to share with others to plan for the best execution.

In order to express those ideas, we need to know a clear language structure on

- Preparation and prioritizing the ideas
- Introducing the ideas to other people with a clear sentence
- Negotiating with people to follow your ideas and making a proposal professionally.

Here in this class, you will learn the key language focus on preparing the ideas, the phrases and vocabs to use to express and sell your ideas with examples, key points on making proposals, and negotiation skills to apply in your daily working life.

### WHY SHOULD I CHOOSE THIS TRAINING?

Learning business English helps you to develop both your language and interpersonal communication skills. Ultimately, it will help you to adequately express and represent yourself in front of other people, and it will enhance your sales skills.



## TOP 5 SALES STRATEGIES TO NAVIGATE OUT OF THE CRISIS



**Duration:** 3 hours (1 day)  
**Venue:** ZOOM  
**Trainer:** Mrs. Laetitia Wong  
**Language:** English  
**Rate:** Contact us for more information at [contact@ccifrance-myanmar.org](mailto:contact@ccifrance-myanmar.org)  
 Up to 20 employees per session

### WHO SHOULD ATTEND?

This course is suitable for middle managers and above in the B2C and B2B businesses. They are professionals:

- who will need to harness Social Media as part of their brand's marketing strategy to expand online presence, and
- who would like to enhance skills in and knowledge of the Social Media Marketing Strategy and Social Media Trends.

### COURSE OUTLINE

Has this ever happened to you when you believe your company has got a great offer but your audience is not paying attention to you?

Or have you always been told you need to play the numbers game to close sales? Right? Wrong!

Or how about wondering if and how you should change your sales strategy in this unprecedented times in order to survive?

By the end of the 3-hour course, you will learn how to win, keep and grow enterprise sales, even if you have zero sales experience.

You will learn specifically about:

- 3-step formula to stand out against competition immediately
- Where to find the perfect prospects
- Why knowing who to sell is more important than what you sell
- How to confidently ask for the \$
- The winning formula to >90% retention and secure upsell with your Tier 1 customers



## ACCOUNTING FOUNDATIONS FOR NON FINANCE MANAGERS AND ENTREPRENEURS



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Partner:** MLR Company Ltd  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 20 employees per session

### COURSE OUTLINE

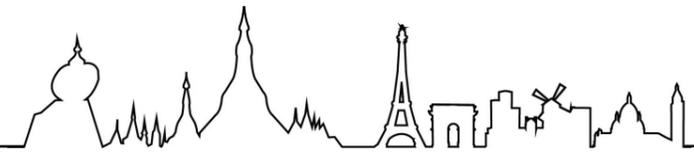
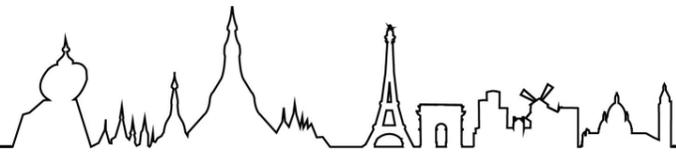
Accounting Foundations for Entrepreneur and non-Finance Managers Course provides introduction to all different basic types of accounting, from bookkeeping to tax accounting and provide practical insight on how accounting influence decision making.

In this course elements below will be covered:

- Four types of Accounting
- Uses and understanding of financial statements (Balance Sheet, Income Statement, Cash flow statement)
- Income Taxes in Myanmar

### WHO SHOULD ATTEND?

Entrepreneurs and anyone interested in learning accounting and finance foundations: Directors, Sales managers, HR etc.



"We arranged a series of webinar: "Stress management Virtual Training Program" from CCI France Myanmar for our employees to know how to cope with stress and anxiety in their everyday work and personal life caused by this COVID - 19 outbreak. The trainer was excellent, and I found that the techniques offered for stress relief was very helpful and the exercises for relaxation were great. I would like to express my thanks to the trainer, Mrs, Raphaele Vallauri for all her efforts with us. The feedback from our employees were positive. Thank you for delivering the excellent training and I am glad to refer other people to choose the course."

**Zin Hnaung Aye**  
Talent Management & Employer Branding Manager  
JTI Myanmar



"The training has been very inspiring and I'm really feeling delighted to have been able to be a part of that and can be able to try to continue with the wave approach on society with this positive emotion. Very interesting content and technique with brilliant results. It's been interesting, good learning and presented really well by CCI corporate training. It was great to get the techniques and I can use them every day, anywhere, any time for any problem. Empowering to know I can start to heal/fix myself. Loved how it incorporated all I've been learning on CCI ever."

**Pyae Pyae Aung**  
Program Support Administrator  
WWF-Myanmar

## MANAGE YOUR STRESS, HANDLE DIFFICULT SITUATIONS AND BOOST YOUR CONFIDENCE



**Duration:** 6 hours (3 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Raphaele Vallauri  
**Language:** English  
**Rate:** \$800/Members  
\$1000/Non-members  
Up to 14 employees per session

### WHY SHOULD I CHOOSE THIS TRAINING?

The goals of this workshop are to improve inter-personal communication, handle their stress as well as the one from others and enhance the skills and the emotional intelligence of each participants. More specifically, the goals are to help each person to feel more confident, to reduce their stress, to be able to manage their emotions in their everyday work and in their personal life. Each part will be interactive and not 'lecture' style, involving group work, discussions, training activities and role plays.

### COURSE OUTLINE

- PART # 1 – Introduction (2 hours)  
How to better interact with people: clients, colleagues, (friends, family)  
How to better interact with people and solve communication problems  
  
Role playing. 1st impression exercise: 7 seconds, discussion on challenges, difficulties, situations to address - Brainstorming
- PART # 2 – Stress (2 hours)  
How to manage it, reduce it? How to manage your emotions? Where does the stress come from?  
  
Negative emotions and their impact on your everyday work and life  
Exercise / Tool: Applying the basics of EFT
- PART 3 – Feel powerful and confident (2 hours)  
How to shift your perceptions?  
  
Practice your public speaking skills on a real situation.  
Exercises / Tools: The Super Hero, The Circle of Excellence, Wonder woman  
Practice and implementation of previous exercises



## PROFESSIONAL ADMINISTRATIVE ASSISTANT

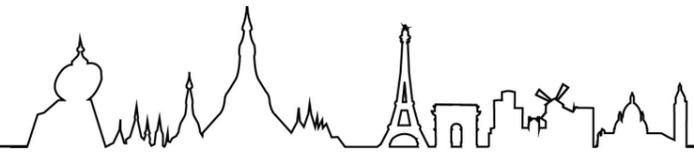


**Duration:** 24 hours (8 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Ania Muchnicka  
**Language:** English  
**Rate:** Contact us for more information at [contact@ccifrance-myanmar.org](mailto:contact@ccifrance-myanmar.org)  
 Up to 15 employees per session

### COURSE OUTLINE

- Sharpen verbal and written communication skills (e-mails, outlook, telephone)
- Plan your work effectively with a time management tool
- Learn how to take initiative, handle stressful situations and resolve conflicts at work
- Become a self-reliant problem solver with a tool
- Professionally deal with customers and coworkers
- Practice active listening and taking notes, asking questions and interview coworkers
- Organizing meetings and writing minutes
- Practice Power Point presentation and online public speaking

The training will be conducted with active methods involving all participants, both during experiences, mini lectures, group and individual exercises and discussions based on the most effective method of adult learning. Each participant will know their predispositions, acquire new skills during the exercises, and will be able to express their views and share their experience during the discussion. Participants can count on unresolved issues thanks to consultations with the trainer. The knowledge conveyed is based on the achievements of contemporary social and positive psychology, the Action Learning by World Institute for Action Learning method and modern psychology of management.



## TIME MANAGEMENT



**Duration:** 6 hours (2 days)  
**Venue:** ZOOM  
**Trainer:** Mrs. Ania Muchnicka  
**Language:** English  
**Rate:** \$800/Members  
 \$1000/Non-members  
 Up to 15 employees per session

### COURSE OUTLINE

- Practice tools to prioritize your work
- Schedule priorities to follow through
- Analyze week for time use
- Practice stress management technique for expanding time
- Plan goals with time management tools
- Practice analyzing goals with SMART sheet

### METHODOLOGY

The training is based on experiential learning. Participants are involved, practice tools and analyze their behavior, discuss insights and implement new knowledge in their work. Participants consult the trainer with individual needs. The knowledge conveyed during the training is based on best time management tools, behavioral psychology, Action Learning and best practice in business. The Trainer adopts the program during the training to realtime challenges of the participants

### WHY SHOULD I CHOOSE THIS TRAINING?

Solve time management challenges like lateness, interruptions, dead time, distractions, disorganized people by analysis and self-reflection on employees behavior. Employees will practice tools to improve their work satisfaction and performance.

### WHO SHOULD ATTEND?

Myanmar and foreigners - all level employees who want to improve their time management skills through practice and tools.



### **YANGON OFFICE**

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Between Hantawaddy & Kyuntaw Roads - Kamayut Township  
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[contact@ccifrance-myanmar.org](mailto:contact@ccifrance-myanmar.org)

### **MANDALAY OFFICE**

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Mingalar Mandalay Compound  
Chan Mya Tar Zi Township – Mandalay – Myanmar  
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[contact@ccifrance-myanmar.org](mailto:contact@ccifrance-myanmar.org)



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