



ASCENT  
GROUP

# Training Catalog

2023

Growth. People. Business.

## WHO WE ARE

**16+**

YEARS ON THE  
TRAINING AND  
CONSULTING MARKET

YEARS OF  
EXPERIENCE

**25+**

**35+**

CONSULTANTS

COUNTRIES

**7+**

**550+**

SUCCESSFUL  
PROJECTS

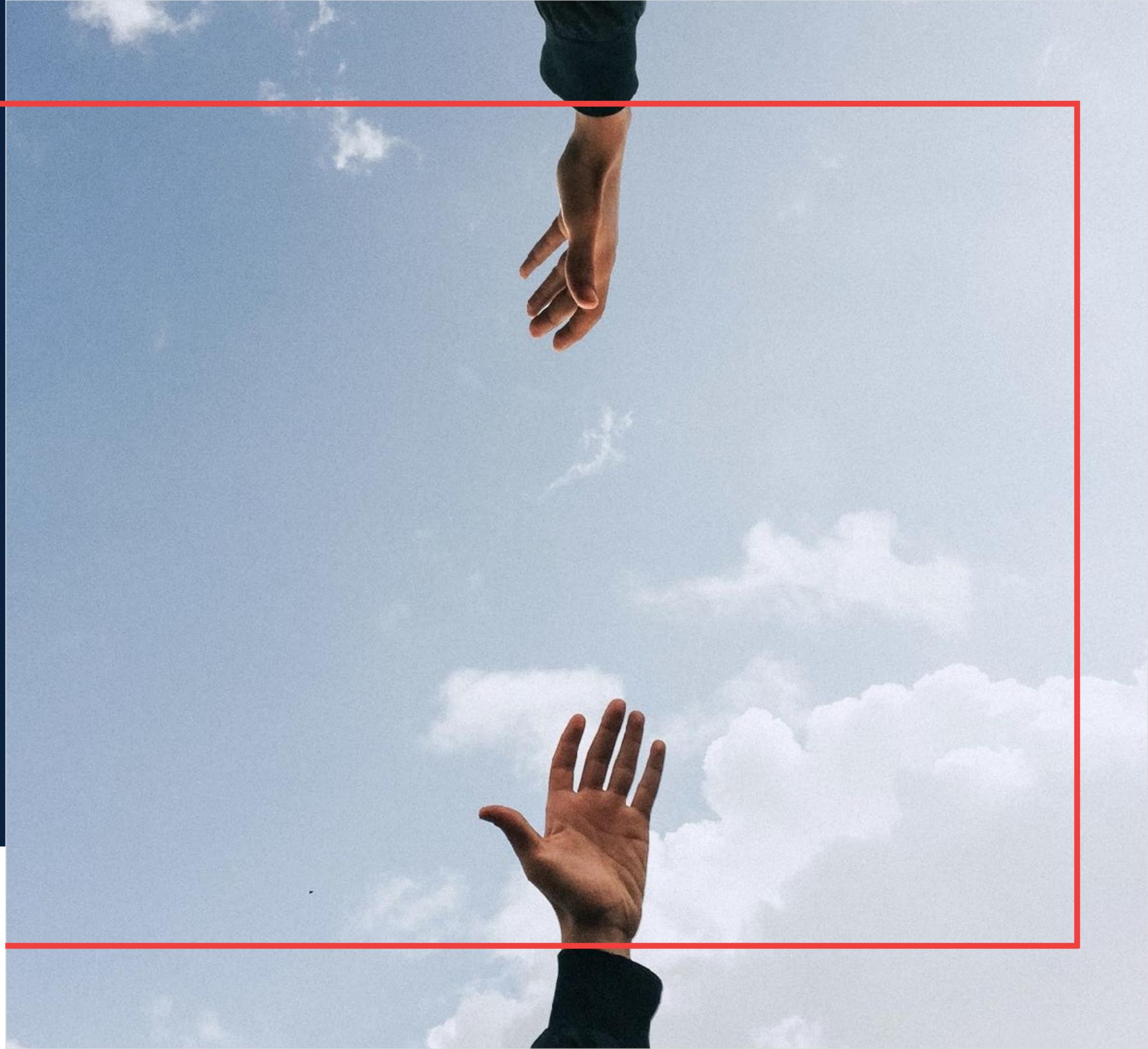
SATISFIED  
CUSTOMERS

**230+**

**124.500+**

HOURS OF  
TRAINING /  
CONSULTANCE

Growth. People. Business.





## INDUSTRIES & COLLABORATIONS

- Agriculture
- Distribution
- Insurance
- HoReCa
- Automotive
- NGOs
- Education
- Oil and Gas
- Manufacturing
- Health
- Finance and Banking
- Professional Services
- Hotels and Tourism
- IT & C
- Real Estate and Building
- Transportation and Logistics
- Infrastructure

## WE VALUE FINDING

CUSTOMIZED BUSINESS SERVICES  
ADAPTED TO THE NEEDS  
OF EACH CUSTOMER

WE'VE DONE THIS OVER **124,000+**  
**HOURS** OF SERVICE AND TRAINING  
DELIVERED TO OUR CLIENTS (AND  
COUNTING).

Growth. People. Business.



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Challenges are inherent to both personal as well as our professional lives. They show up and bring with them the potential to tip us off-balance. When time is but a luxury, or when confronting fears of public speaking, or when dealing with ongoing conflicts and failed negotiations, we begin to grasp more of why we need new behaviour patterns to help us develop in a balanced and successful manner.

**ASCENT GROUP** is your partner on the journey to the personal and professional development of your employees, and that is because, simply put, the value of a company is given by the value of its people.

**ASCENT GROUP** has a modern, continuously updated outlook on the learning process, showcasing, across our training programs, the benefits of learning-by-doing and behavioural modeling. We train with a highly interactive approach; our courses are always customised and addressed to each clients' unique demands, speaking to their vision and goals.



# Leadership & Management





## The art of leading teams that achieve

No leader should settle for people following them out of necessity, but should rather look for ways to inspire. How important are trust-based relationships and what does respect bring to a professional environment? What qualities do we need to shape up teams reflecting such a reality?

The search for behavioural models, the search for people who inspire trust and safety reside in the human nature. Leadership, it could be argued, is mainly innate talent. However, individual qualities that make one a leader can be improved.

Our program will help you find the answers and ways most suitable for you to develop your leadership skills.





## Target

This program is designed for mainly managers, as well as for those in supervising/coordinating positions.



## Goals

- Evaluating personal leadership qualities and individual leadership potential
- Discovering own personal style for better interaction with different people types
- Obtaining essential insight into how to build rapport and better motivate a team
- Understanding motivational mechanisms for individuals and groups
- Delegating principles: how to do it right?





## Main topics

1. Management versus leadership
2. Dual role of the manager
3. Situational leadership
4. Personal leadership style
5. Coaching
6. Communicating with the team
7. Personal motivation
8. Decisions making
9. Delegating
10. Team action plan
11. Individual action plan



# Strategic planning & thinking



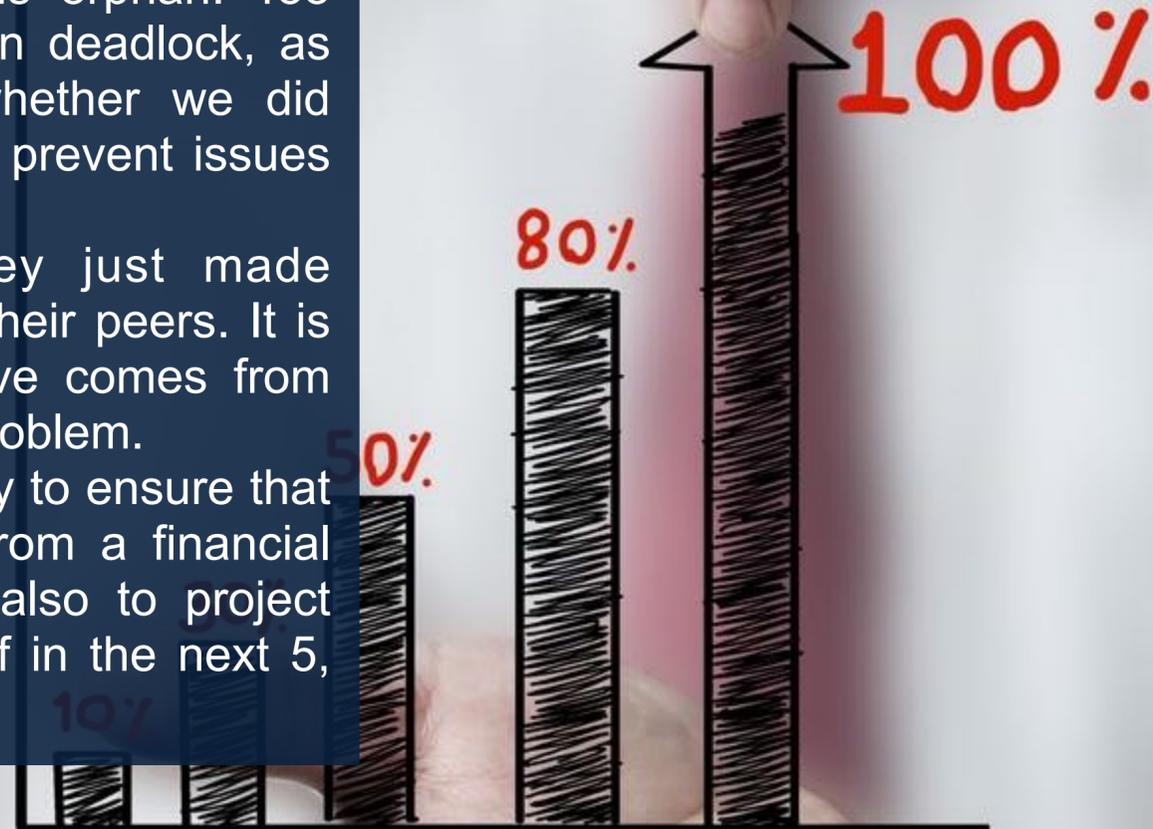


## ...or how to build an organisation that endures across 20+ years

The life of an organisation is marked by ups and downs. As the saying goes, “success” has multiple parents, while “failure” is orphan. Too often, when our organisation is in deadlock, as managers, we ask ourselves whether we did everything that we could have to prevent issues from becoming chronic.

Winners are not perfect. They just made statistically fewer mistakes than their peers. It is known that during crises, initiative comes from those best equipped to face the problem.

This course will enable us not only to ensure that our organisation stays healthy, from a financial and operational standpoint, but also to project where the company will find itself in the next 5, 10 or even 50 years...





## Target

The course is mainly addressed to managers and people in charge of organisational strategy.



## Goals

- Clarifying the concept of strategic planning
- Understanding the process of strategic planning
- Achieving a practical strategic plan





## Main topics

1. What is strategic planning?
2. Why use strategic planning?
3. Failure is not an option
4. Planning laws
5. How is a strategic plan made? Strategic plan model. Plan components
6. The key elements of strategic management
7. Defining the vision and mission of the organisation
8. Critical success factors and actions to implement strategies and objectives
9. Priorities for implementation
10. Planning strategic business units (SBU)
11. Porter strategic model
12. Action plans
13. Review strategic plan



# Innovation Management



## How to keep up in a world changing at high-speed?

The world around us is changing at an unprecedented speed. For organisations it is now key - more than ever before - that they develop a creative climate, accept challenges and experiment, while also generating new products and services that keep up with the competitors.

Innovation is not a fortuitous process, neither is it the result of apparent spur-of-the-moment inspiration. Innovation is the pinnacle of years of work and know-how gain. However, for great ideas generated through innovation to come into being, there is a vast need for openness to *experimenting* and *failing*, as well as becoming familiar with methods and processes that take us on a structured path towards innovation.

Not in the least, innovation can entail any enhancement to the services we offer, the daily processes, in the team's way of work, or any novelty that brings added value to clients (internal or external) or team members.



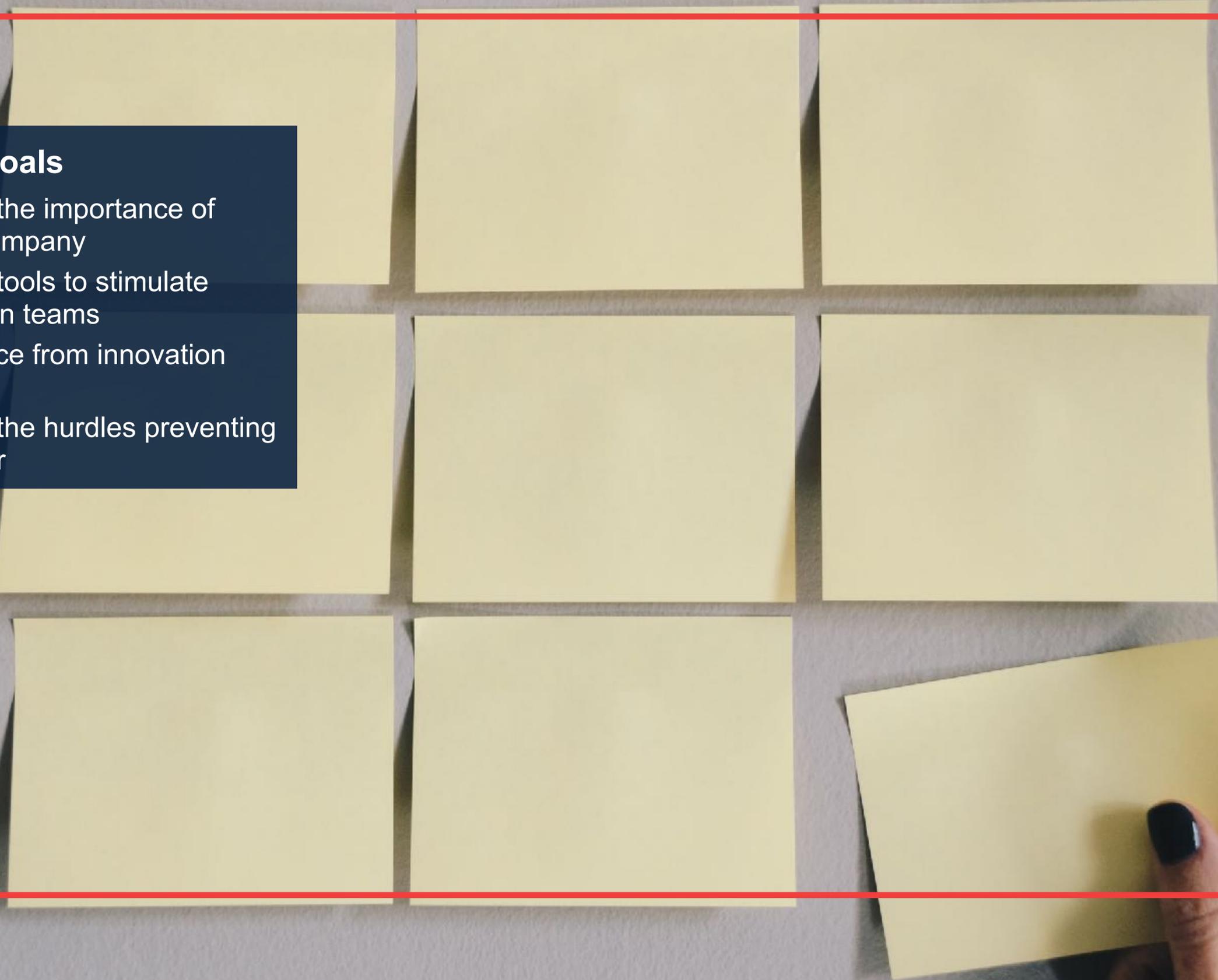
## Target

This course is for organisations, as well as individuals interested in identifying more effective, yet less obvious solutions to their problems.



## Goals

- Becoming aware of the importance of innovation for the company
- Appropriating basic tools to stimulate innovation within own teams
- Learning best practice from innovation pioneer-companies
- Becoming aware of the hurdles preventing innovative behaviour





## Main topics

1. How is the world changing, and why should we be a part of that change?
2. What blocks innovation processes in organisations?
3. Innovative management - basic principles of innovation
4. Design Thinking - tool for stimulating innovative approaches in companies
5. Stages of an innovative process. Simulation
6. Tools and methods for developing creativity within own team
7. Best practice and rituals to help boost our team towards innovation



# Corporate entrepreneurship



## The art of having employees engage as they would in their own company

How important is it that each employee in our company has an entrepreneurial approach? How important is it that the managers of the company have the ability to not only manage the business, but to also make it grow? How can we help employees understand the essence of the company mission, keeping their focus on customers and products, while being innovative and maintaining a self-driven behaviour?

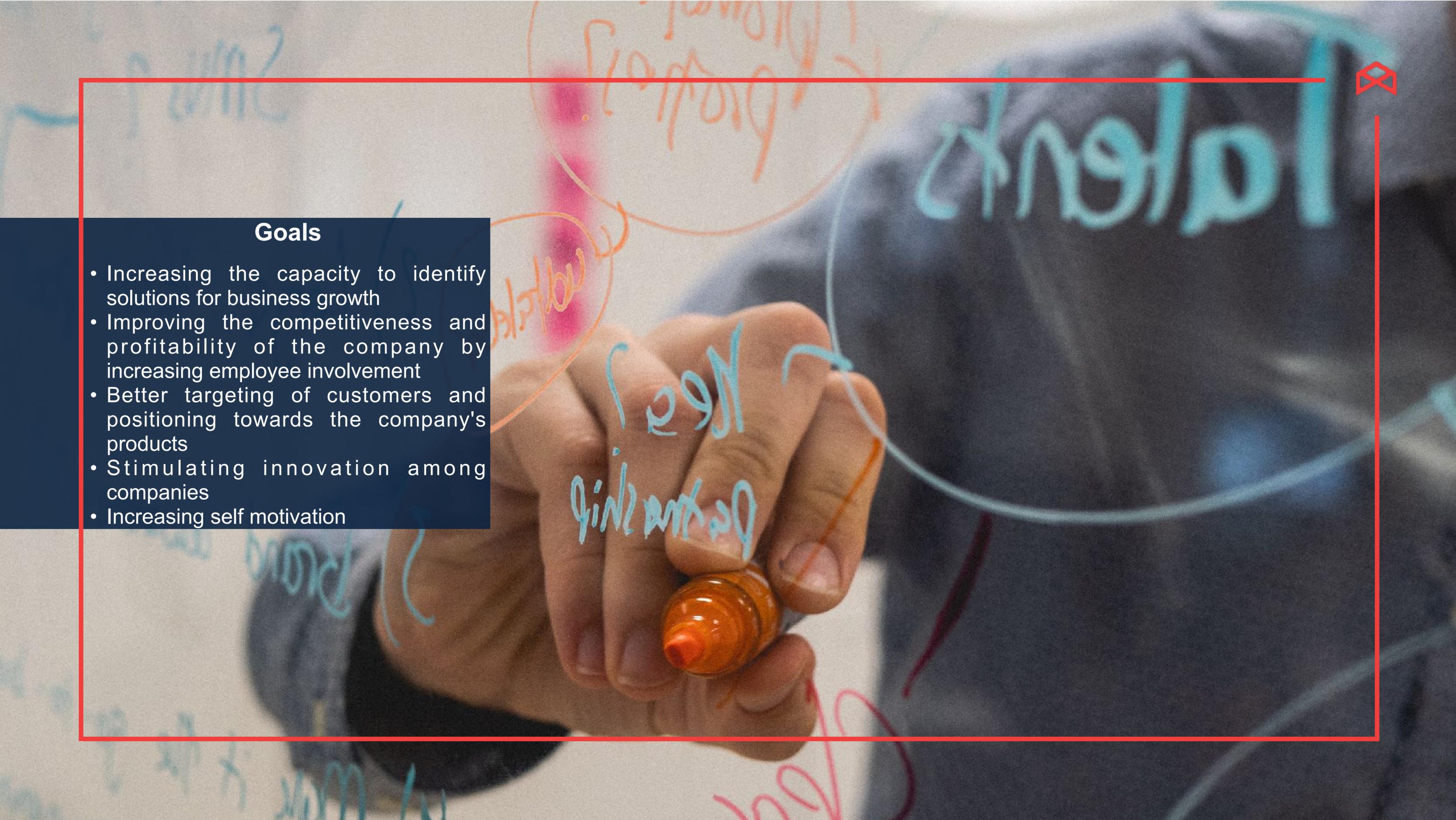
The answer to these questions is outlined within the Corporate Entrepreneurship program launched by „The Farrell Company” - a global leader organization in the fields of research and teaching of Entrepreneurial Practices and sustained growth within the companies.



## Target

The course is designed mainly for managers and persons in decision making positions, but it is useful to any employee from whom entrepreneurial initiative is expected.



A hand holding a blue marker is writing on a whiteboard. The whiteboard is covered in various diagrams and text, including a large blue circle with the word 'Lateral' written inside it. There are also several smaller circles and lines drawn in blue and orange. The background is slightly blurred, showing more of the whiteboard and some other people's hands writing.

## Goals

- Increasing the capacity to identify solutions for business growth
- Improving the competitiveness and profitability of the company by increasing employee involvement
- Better targeting of customers and positioning towards the company's products
- Stimulating innovation among companies
- Increasing self motivation



## Main topics

1. Big business - big issues
2. The life cycle of all organisations
3. Entrepreneurial magic versus management science
4. Sense of mission: creating high standards and ambitious goals
5. Customer/product vision: Disney's legacy
6. Loving the customer/ product - Walton's and Daimler's legacy
7. High-speed innovation: Morita lesson
8. The golden rules of high-speed innovation - the 3M case
9. Self-inspired behavior: Honda style
10. Creating high performance
11. Creating an entrepreneurial performance system
12. Awakening the spirit of enterprise



# Change management





## How to deal with resistance to change

Resistance to change, as well as the drive to search for better ways of doing things resides in the human nature. And yet, what would our society look like today if change didn't take place? Would it still even exist?

Under the impact of their fears, ignorance or reluctance, people rejected some of the most revolutionary discoveries or inventions over time. The need for change is as pivotal to organisations as it is to society. Resistance and reluctance, however, are just as central to human behaviour.

How will we ever be able to accept changes more readily? How can change be implemented more smoothly and with a higher impact? These - and a few other questions - are what this program will tackle.





## Target

The program is designed for managers and leaders, for people involved in organisational change processes.

## Goals

- Getting to know main issues for organisational diagnosis
- Understanding the need and importance of change processes
- Discovering sources of change resistance
- Assimilating change patterns
- Learning about techniques of fighting against change resistance

S T A R T

N O W





## Main topics

1. Organisational development
2. Vision and goals
3. Continuous change
4. Change resistance
5. Transition curve – change cycle
6. Change types
7. Creative change
8. Change patterns
9. Change stages
10. Stages of change implementation

# Conflict management



A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, set against a clear blue sky. The buildings are arranged in a way that they appear to converge towards the top center of the frame. A red border is visible around the entire image.

## **The path from divergence to convergence**

Conflicts being mishandled or left untreated can generate enormous damage to organisations. Unfortunately, conflicts can potentially arise on every step. Every minute of our existence - be it at the office, in client meetings, at home or with friends - we must deal with opinions that differ from ours.

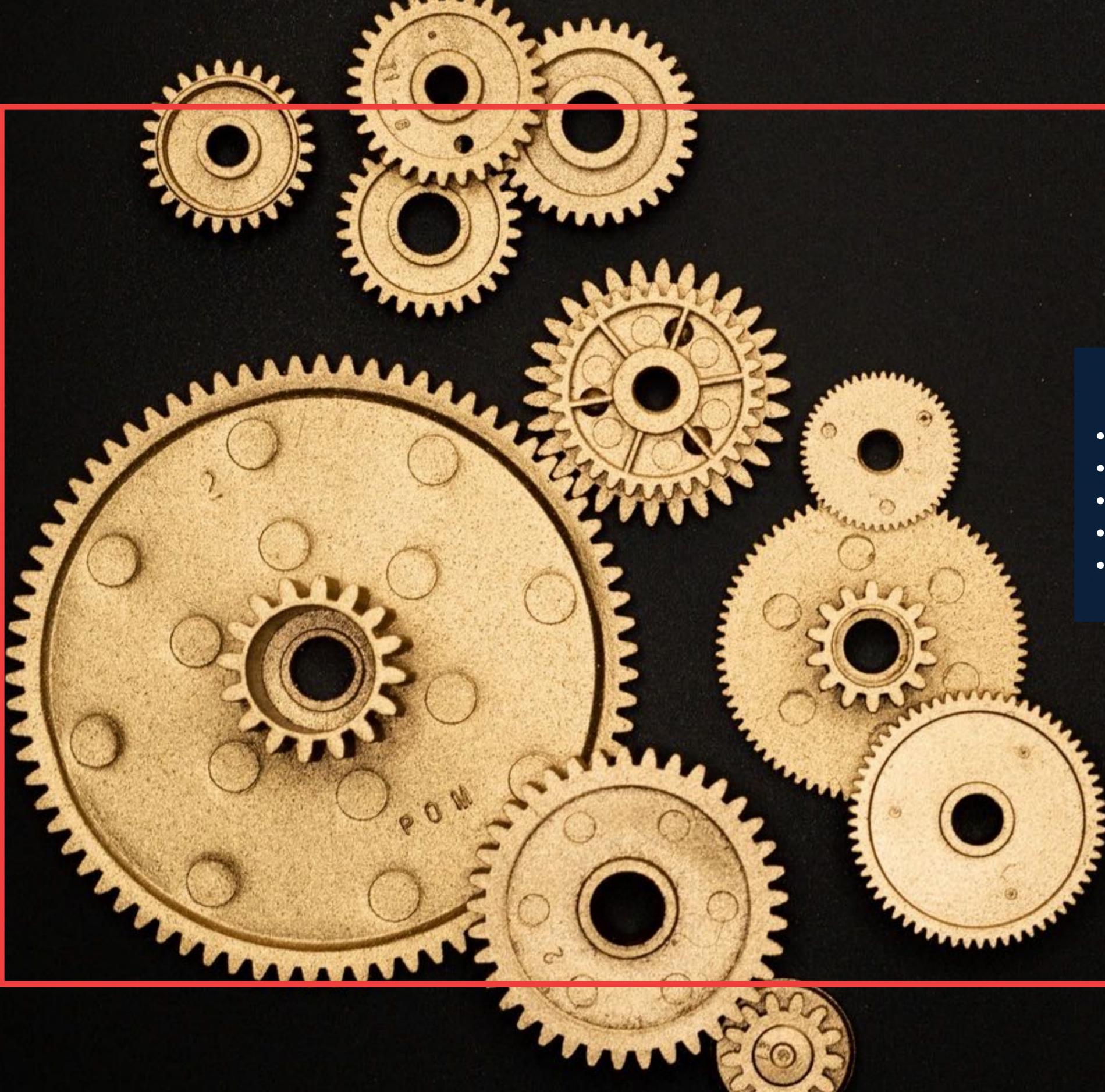
How do we manage conflictual situations? How to avoid conflicts without giving up our interests? How to find more effective communication channels?

You will find answers to these - and a few other - questions during this program.



## Target

The program is designed for organisations and anyone wishing to improve their conflict management skills.



## Goals

- Understanding conflict generating mechanisms
- Distinguishing between types of conflict
- Identifying and resolving incipient conflicts
- Evaluating personal conflict style
- Learning conflict management techniques and methods



## Module

1. What is conflict?
2. Conflict as catalyst for development
3. Types of organisational conflict
4. Conflict stages
5. Personal conflict style (test)
6. How do we manage a conflict?
7. Effective communication during conflict.  
The importance of listening
8. Steps to conflict resolution
9. Conflict management
10. Managing people afflicted by conflict
11. Negotiating positions in conflicting scenarios



# Time management



# PRODUCTIVITY

A man with glasses and a dark suit jacket over a light-colored shirt is talking on a blue mobile phone. He is standing in front of a whiteboard. The whiteboard has the word 'PRODUCTIVITY' written in large, bold, black letters. There are several hand-drawn sketches on the board: a heart, a target, a checklist with three items (the first is checked with a red checkmark), a diamond shape, and some arrows. The background is dark, and there are some faint heart shapes on the right side.

## How to avoid stealing our own time

How many times have we realised that the day was over and we failed to do the most important things we had aimed for? Alternatively, we realise we did others' work but not enough of our own tasks? How many times has our personal life been invaded by office work?

Stress and burnout generated by such scenarios could be avoided if only for a better time management. This program helps you learn how to best leverage time.

## Target

This training is for everyone wishing to lead a more efficient life, by making the best of the time they have, by setting clear goals so that they balance personal and professional life with a high degree of intentionality and sense of purpose.





## Goals

- Managing time more efficiently
- Identifying time consuming factors
- Establishing key activity areas
- Making a difference between importance and urgency
- Learning self organising techniques



## Main topics

1. Personal efficiency and the importance of time management
2. Identifying my personal time management style
3. Time-consuming factors - "time thieves"
4. Setting up personal goals and priorities when managing time
5. Prioritizing activities
6. The Eisenhower Diagram: important vs urgent
7. Models and techniques for time management
8. Effective delegating as a time management tool
9. Managing meetings
10. Time management vs stress management
11. Eliminating unwanted interruptions
12. Individual Action Plan



# Stress management





## **(Is there such a thing as an) Optimum daily stress amount**

It is more often than not that we are under pressure, both from problems coming our way, as well as the pressure from the added stress of not being able to quickly find solutions.

Stress can be a good catalyst up to a certain point - it helps us grow and develop. Stress pushes us to work harder and overcome limits we thought we had. However, what is the optimum balance for us, individually?

The methods and techniques in this program help us estimate our optimum stress level, so that we leverage stress into useful outcomes.



### Target

This program is designed for organisations and all those wishing to learn to cope with daily stress by turning it into energy.



## Goals

- Becoming aware of all stress factors in our life
- Identifying own reaction style in stressful situations
- Identifying optimum stress level
- Learning stress level-controlling techniques
- Efficient relating to stressful people



## Main topics

1. Stress components
2. Stress types
3. Physical and psychological stress symptoms
4. Stress management patterns
5. Stress self orientation – LIFO method
6. Stress management techniques
7. Positive stress
8. Anxiety management
9. Approaching stressful people

# Communication



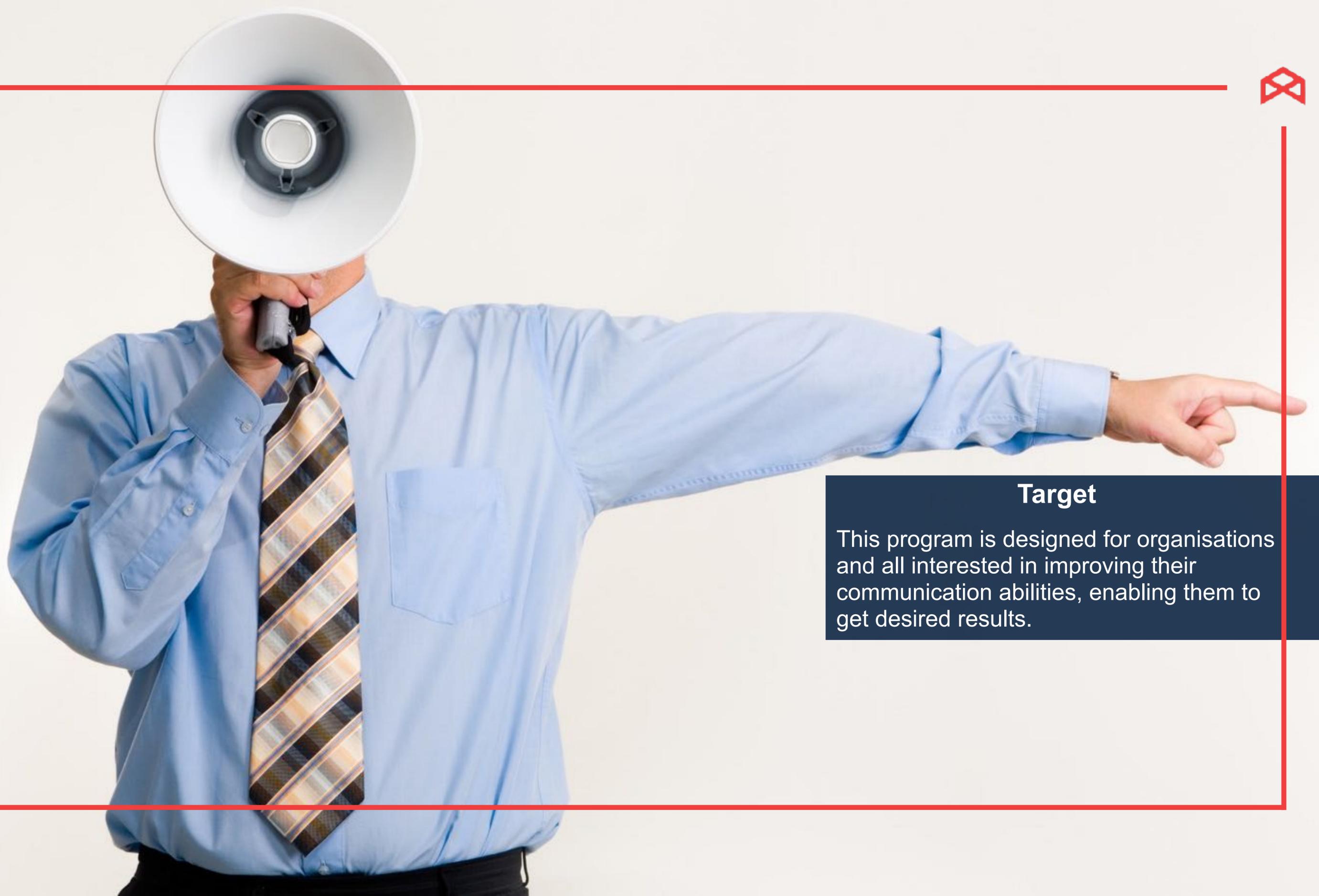


## The art of saying precisely *what*, *when* and *how* we ought to

Each one of us communicate even before being aware of it. Once we become aware that we communicate, do we do it consciously? Or efficiently? How many times do we fail getting the results we seek, because we express our needs the wrong way? How many times do we get the opposite of the outcome desired? How often do others misunderstand, being caught up in time- and energy-consuming conflicts?

Some people are naturally efficient communicating, others are less so. We can all learn pertinent techniques to apply in order to send across the exact message we want, and to ensure communication is a successful process for all.





## Target

This program is designed for organisations and all interested in improving their communication abilities, enabling them to get desired results.



## Goals

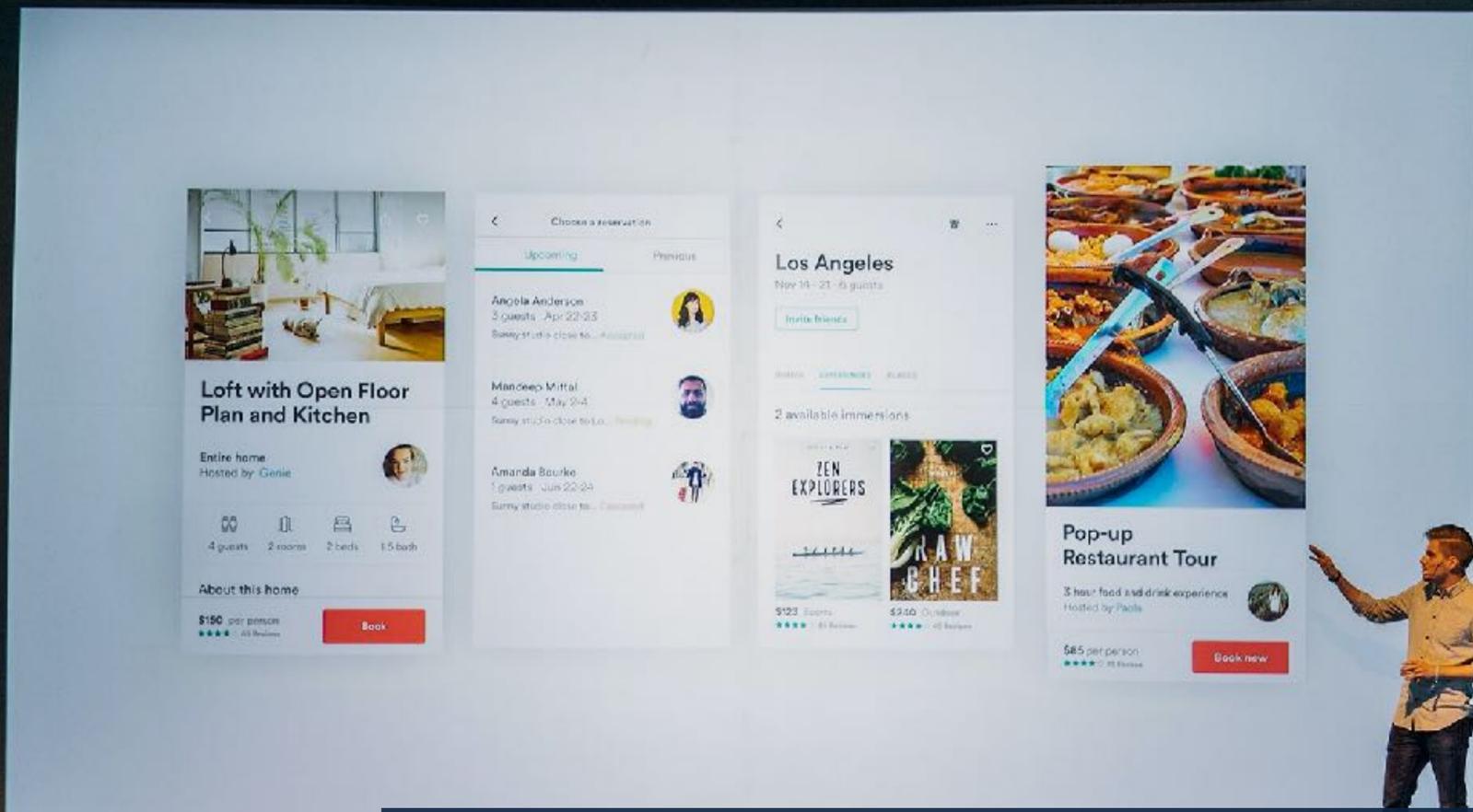
- Learning about the components of the communication process
- Identifying personal style of communication
- Understanding interpersonal communication mechanisms
- Assimilating special communication techniques
- Communicating more effectively





## Main topics

1. Communication patterns
2. Components of the communication process
3. Non verbal communication
4. Communication comfort zone
5. Communication barriers
6. Communication types
7. Identification of the personal communication style
8. Assertiveness
9. Importance of listening
10. Empathically listening
11. Types of questions
12. Reactive and proactive language
13. Importance of feedback



# Presentation techniques

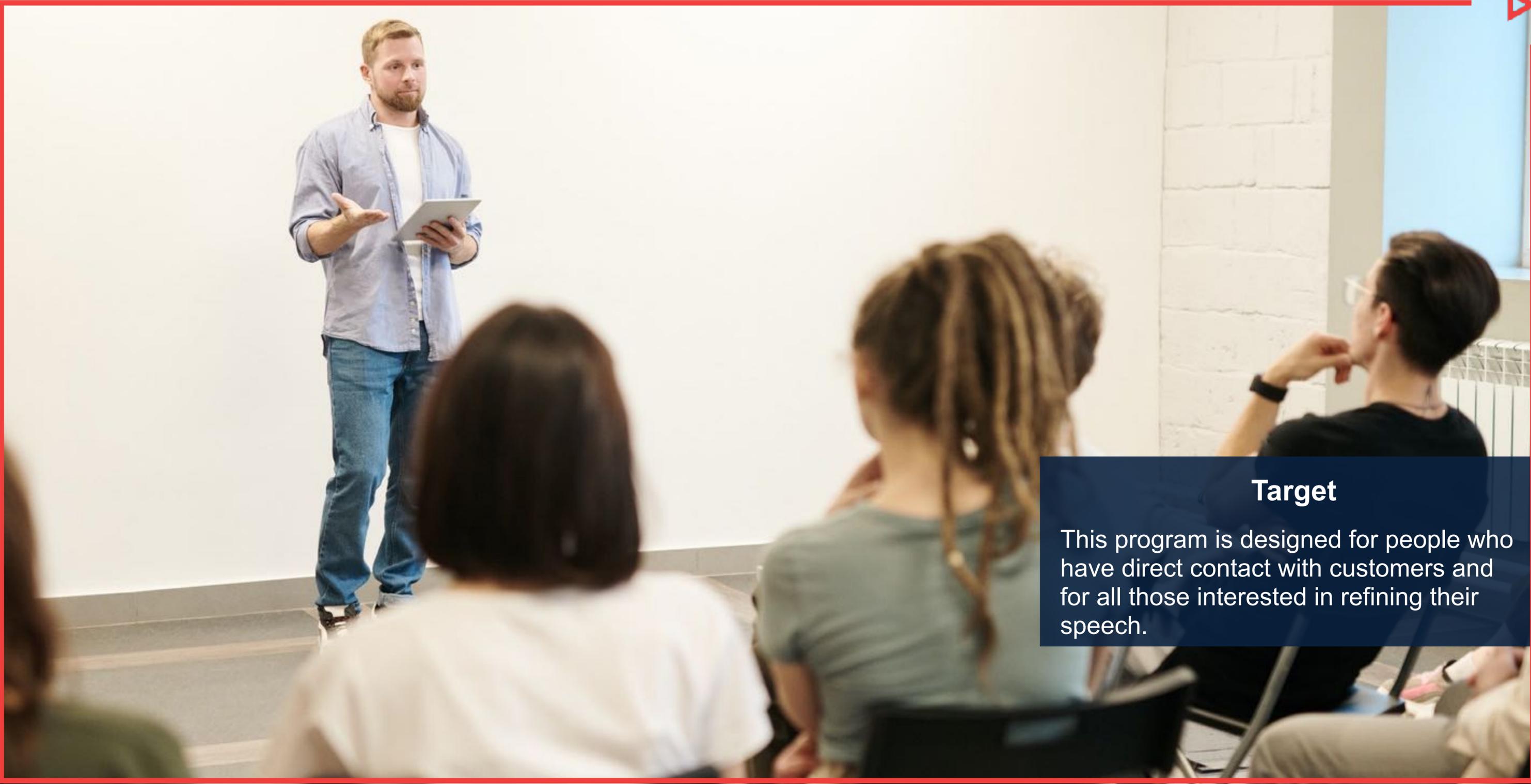


## Conquering an audience

Sweaty palms and forehead, a rush of anxiety, losing the ability to focus – these are some common concerns that may affect our public presentations. The fear of public speaking is one of the strongest emotions one could experience.

The public speaking ability and the capacity to efficiently present ideas both have a significant impact on our careers and lives.

How do we deliver compelling presentations successfully? How do we captivate the attention of an audience? Our program will help you assimilate techniques and methods you need in order to achieve this.



### Target

This program is designed for people who have direct contact with customers and for all those interested in refining their speech.



## Goals

- Develop the ability of opening and closing a presentation in a convincing manner
- Increase the capacity of keeping the attention of the audience
- Understand the importance of non-verbal language in a presentation
- Assimilate some successful presentation methods
- Improve the capacity of structuring a presentation





## Main topics

- 1 Types of presentations
1. Understanding and managing feelings before a presentation
2. Preparing the presentation, fine-tuning the details
3. The use of verbal and non-verbal elements
4. The impact of the tone of voice when giving a presentation
5. Building a central message
6. Building content - the “Christmas tree” method
7. Presentation materials
8. Managing questions
9. Impromptu speaking - Mecepus method
10. Fine-tuning presentations for videoconferencing, webinars and virtual meetings
11. Tips & tricks for public speaking



# Public Relations

Talking Point

Activity – 5 minutes

Please share with your  
teammate about a  
customer experience  
that is interesting  
to you.





## Let the world know of your achievements

Nowadays, being referentially “good” entails a high degree of recognisability by others. It’s not enough to do what we do well. An extra layer that is needed for our “brand” to be recognisable is to create positive awareness around our organisation and around our projects. Organisational communication and public relations are all important activities in any type of entity, no matter its nature: be it a production plant, public institution, NGO. They all exist to the extent that they are known.

This training course will show and familiarise you with the main communication channels in public relations. You will learn when and how to use different techniques of organisational communication so that your organisation will have increased visibility.

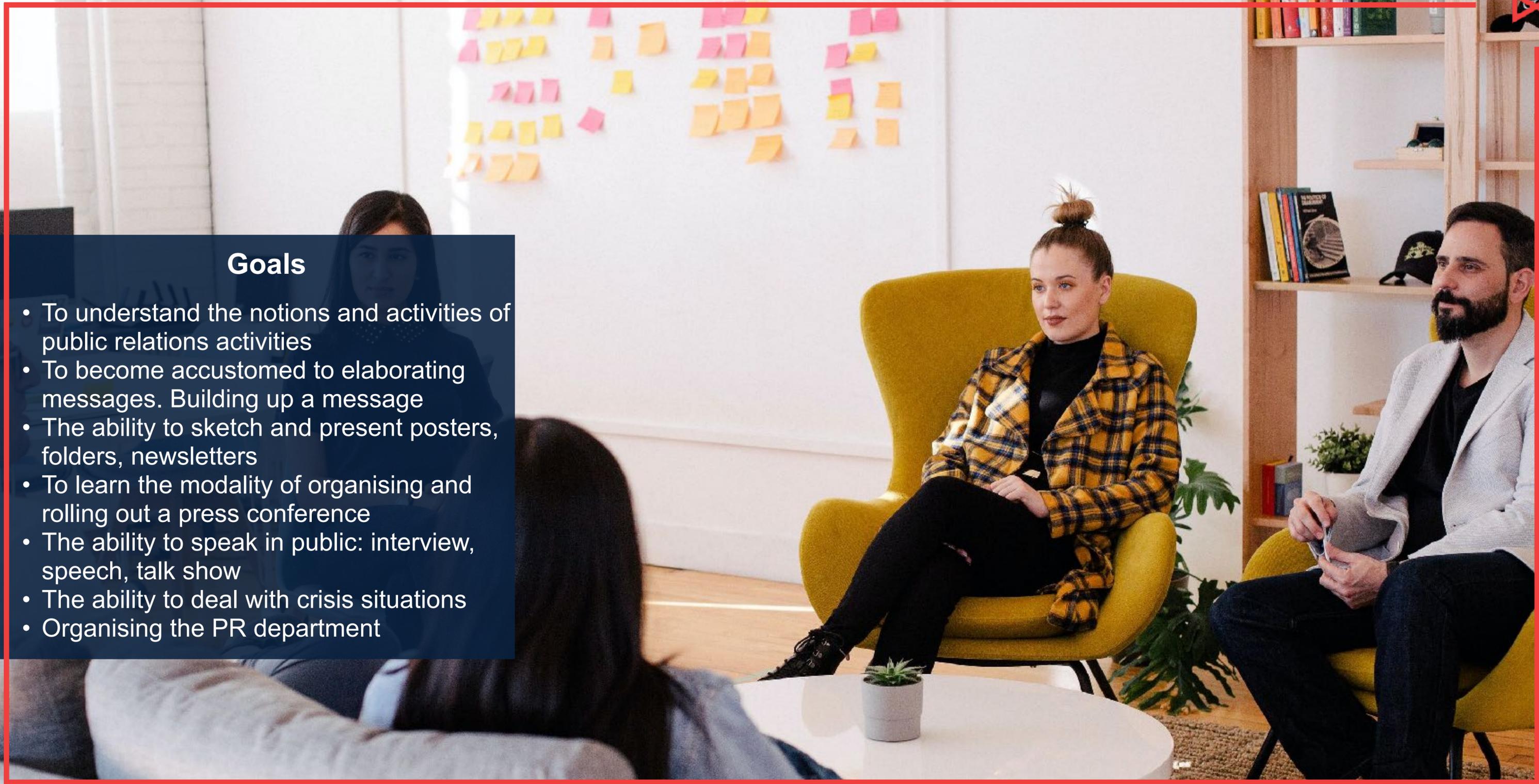


## **Target**

This training course is addressed to those organisations that wish to enrich their public relations activity and to people who interact with the exterior as bearers of organisational messages.

## Goals

- To understand the notions and activities of public relations activities
- To become accustomed to elaborating messages. Building up a message
- The ability to sketch and present posters, folders, newsletters
- To learn the modality of organising and rolling out a press conference
- The ability to speak in public: interview, speech, talk show
- The ability to deal with crisis situations
- Organising the PR department





## Main topics

1. Introduction. What are public relations?
2. PR activities
3. Tools and communication channels in PR
4. The importance of a message. How to build up a message
5. News, statement, press release. How are they edited?
6. Creating the posters, folders and newsletters
7. Organising and rolling out a press conference. Simulation
8. Interview, speech, talkshow. How do we speak in public?
9. Dealing with crisis situations
10. PR department. The duties of a PR specialist



# Emotional intelligence



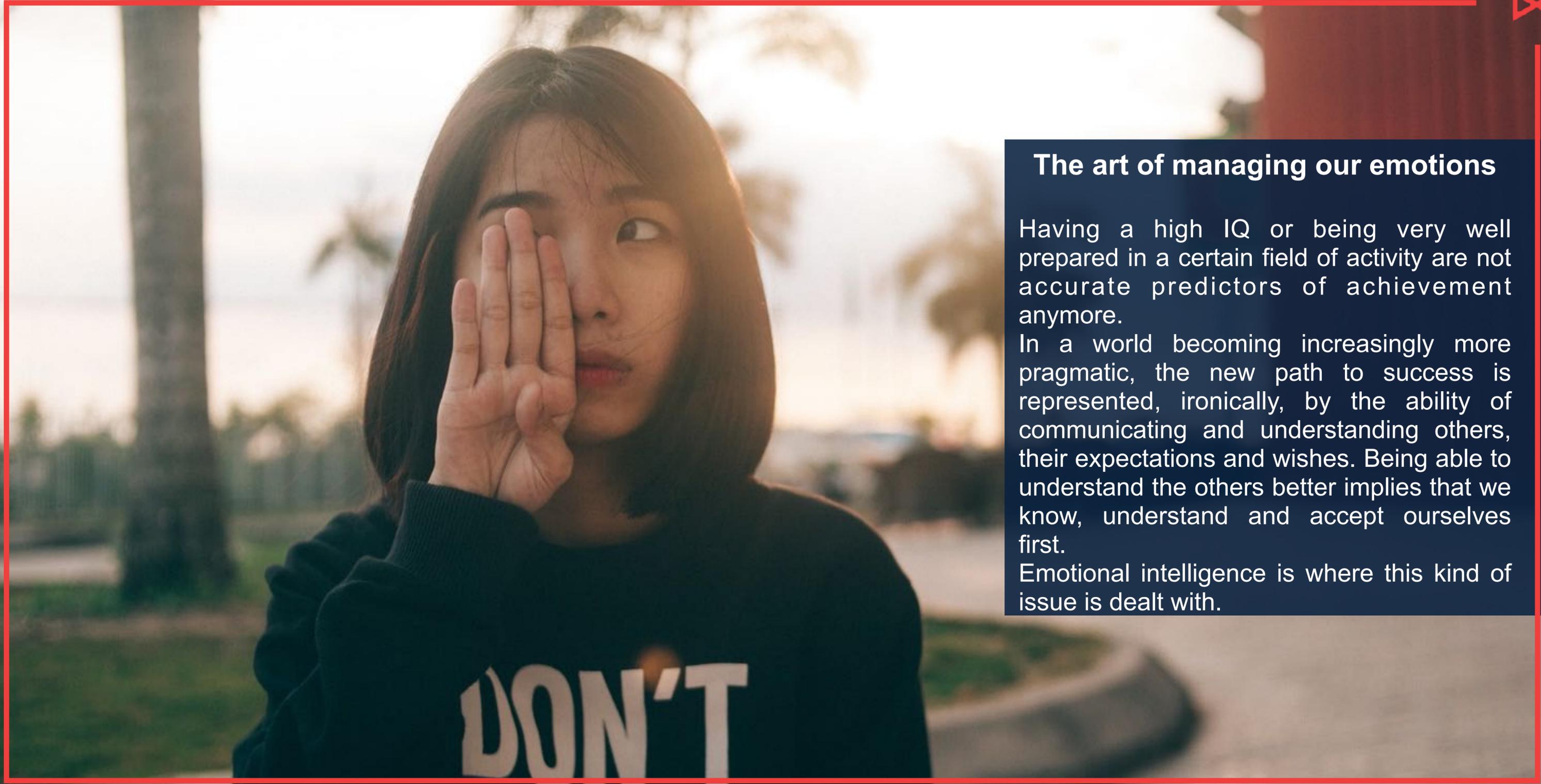


## The art of managing our emotions

Having a high IQ or being very well prepared in a certain field of activity are not accurate predictors of achievement anymore.

In a world becoming increasingly more pragmatic, the new path to success is represented, ironically, by the ability of communicating and understanding others, their expectations and wishes. Being able to understand the others better implies that we know, understand and accept ourselves first.

Emotional intelligence is where this kind of issue is dealt with.





## Target

This program is designed for improving the internal environment of organisations, and for all those wishing to manage their emotions and relations better.





## Goals

- EQ - concept and beyond
- Developing the capacity to identify and control emotion
- Understanding ourselves and our reactions
- Building the ability to deal with highly charged emotions
- Evaluating personal emotional intelligence level



## Main topics

1. What is intelligence
2. Types of intelligence
3. Emotional competence
4. Self-knowledge
5. Interpersonal relationship management
6. Empathy
7. Emotions
8. Managing energies
9. Developing EQ-driven personal action plan



# Coaching





## Each champion has a skilled coach supporting them

You've made it as a champion... you must have had a skilled coach inspiring you to become more efficient and proactive in everyday practical work.

You have, in turn, proudly created a good team, with competent people. However, having skilled people on the team is not always enough. Most of the times, their experience and training need to be enhanced and honed for maximum efficiency. They say the value of a manager is benchmarked by the performance of the team *sans* the manager. Is your team able to reach performance without you?

If, on your team, there are issues evidenced as: declining productivity, lack of motivation, missed or delayed deadlines, low profitability of new projects, then it is time to become a coach for your team. Your most valued contribution will be the well-placed questions that your team members will find their own answers to, in response to the challenges they face.





## Target

The course is designed for people who manage people and want to help them further in their professional development.



## Goals

- Improving the ability to carry on a process of coaching
- Improving the potential of each team member
- Developing the ability to ask the right questions at the right time
- Developing the ability to assist the team members in finding the answers they need



## Main topics

1. About Coaching
2. Feedback vs training vs coaching
3. Contracting the Process of Coaching
4. Stages of coaching
5. Skills and qualities of an efficient coach (self-awareness, assumed rules, the technique of asking questions, listening techniques)
6. Types of questions used in the coaching process
7. GROW model of coaching



# Team Building

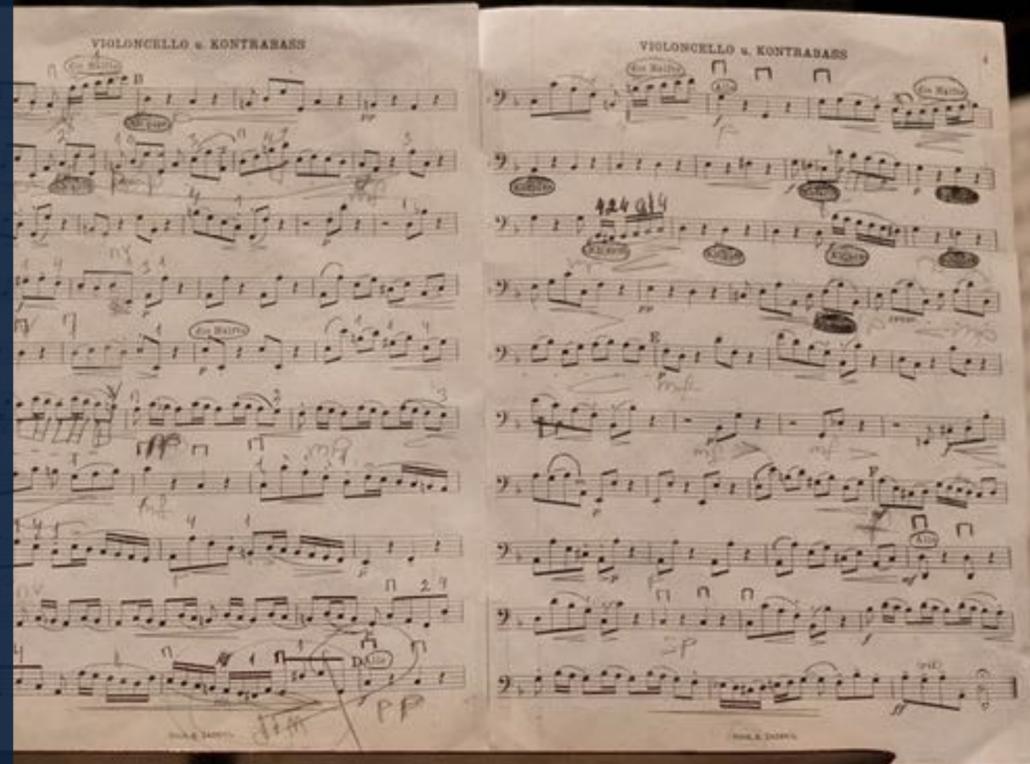


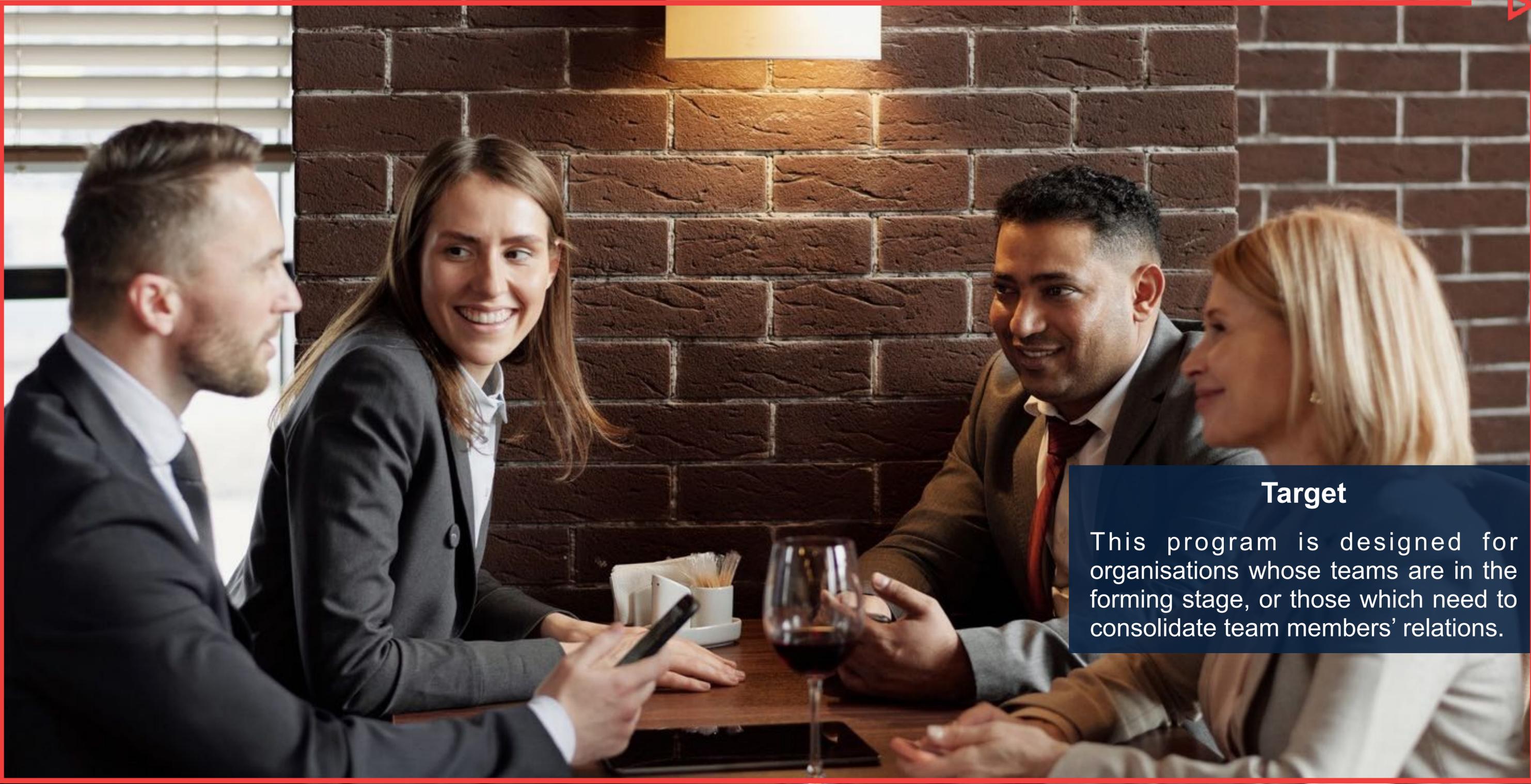
## Building an orchestra

We all wish to work in better harmony with our colleagues but, often times, differences between us become barriers against our goals. The lack of time or interest in getting to know our colleagues - people with whom we spend a significant part of every day - is an ever-present reality.

What can we do to understand our colleagues better, how can we get to know them better, to collaborate more efficiently? What does it mean being a team, how do we build and consolidate one?

Our team building programs offer you the platform to explore all that and more.





### Target

This program is designed for organisations whose teams are in the forming stage, or those which need to consolidate team members' relations.



## Goals

- Analysing the evolution phase of the team
- Getting to know each other, as team members, outside of the office
- Improving interpersonal relations among team members
- Involving participants in solving unpredicted situations
- Evaluating roles suited for each team member



## Main topics

1. Group versus team
2. Team building stages
3. Importance of team work
4. Role of the team within organisation
5. Individual team roles
6. Difficult people on a team
7. The successful team

## Practical Modules

Various indoor/outdoor games, helping teams reach objectives and a higher level of cohesion amongst themselves. During such activities, teams must: set up strategies, overcome common difficulties, enhance inter-department collaboration and communication among team members, setting common goals, finding creative ways to solve problems, constructively deal with conflict etc.



# SALE

**Sales techniques**



## The art of emphasizing the benefits

Verbs such as “selling” or “buying” are of frequent use, as they are essential components of social relations. The varying statuses of sellers and buyers make it difficult to estimate the performance this type of relation will generate. The change in customer mentality requires a change in sellers’ approach.

How can we sell in a way that will distinguish our offer on a competitive market? How should we sell to compel in a constantly renewing market?

## Target

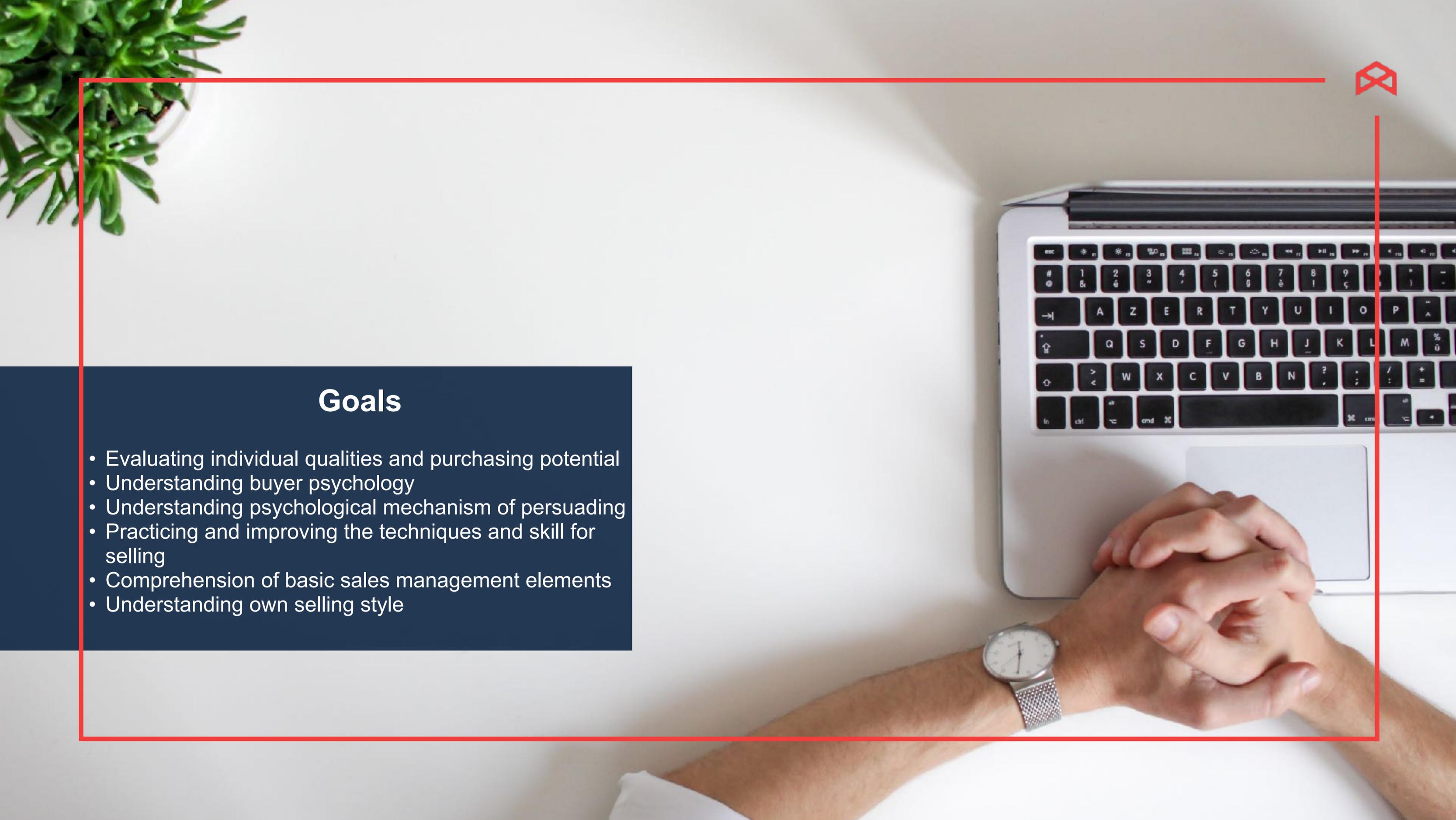
This program is designed for people who work in sales areas and for all those who have direct contact with clients.





## Goals

- Evaluating individual qualities and purchasing potential
- Understanding buyer psychology
- Understanding psychological mechanism of persuading
- Practicing and improving the techniques and skill for selling
- Comprehension of basic sales management elements
- Understanding own selling style





## Main topics

1. Customer psychology
2. Client typology
3. Preparing a sale
4. Structure of the sale meeting
5. Sales - client point of view
6. Using questions
7. Dealing with opposition
8. Final steps
9. Initial sale – continuous sale
10. Consultative sale
11. Selling styles



# Negotiation techniques

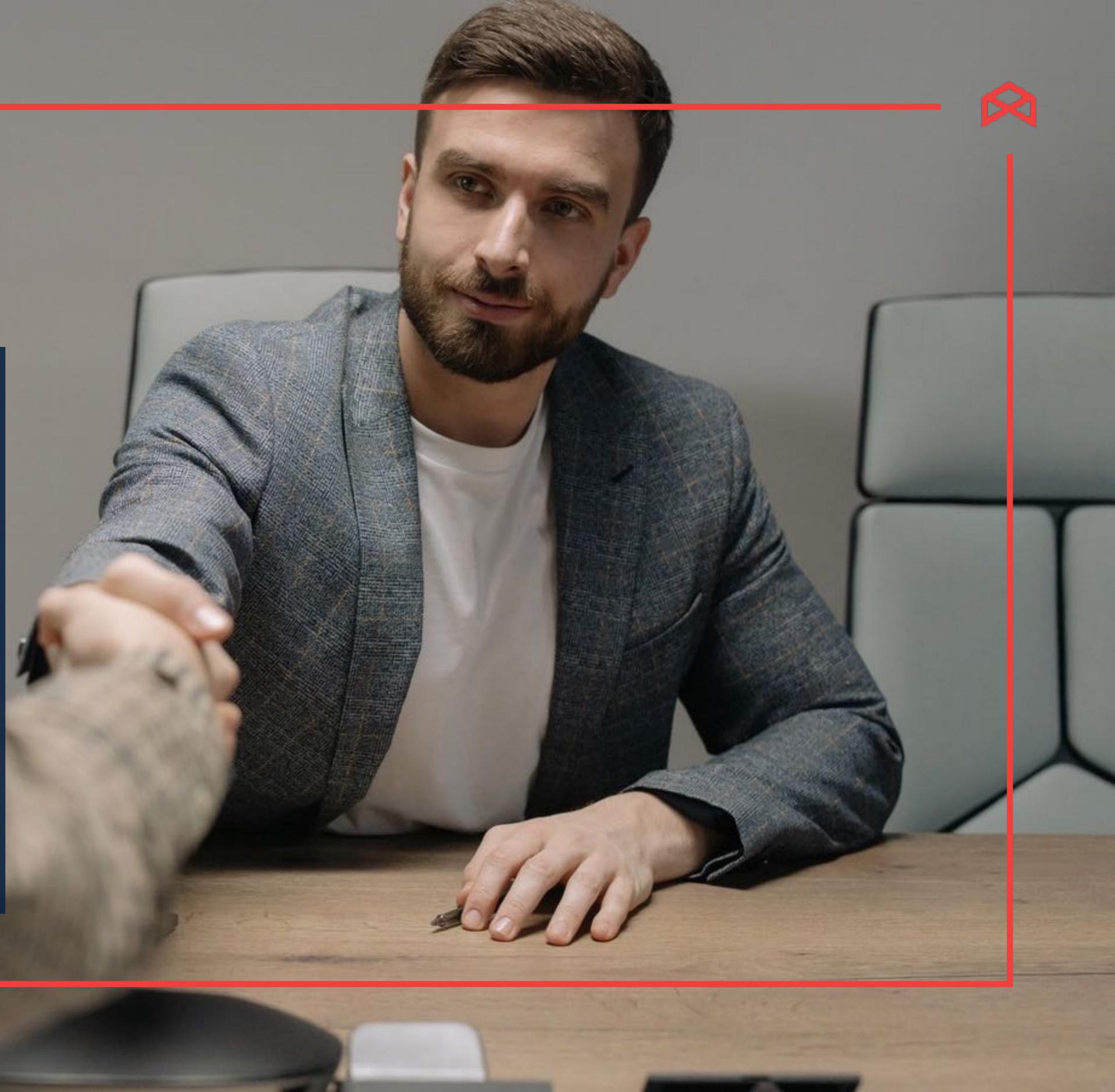


## How to persuade, and not lose ground

In any given moment of our lives, we all have wishes, interests or perspectives that are potentially divergent from those of the others. Each of us can convince as well as be persuaded.

Managing the negotiation process is essential for making profit. There are numerous negotiation techniques we can learn. However, learning is one thing, transitioning from theory to practice with compelling results is yet another, and the journey between them demands experience, as well as techniques that are finely-tuned to each communication style.

What is the best attitude in a successful negotiation, creating the premises for a rewarding collaboration? This is the key of negotiation our course will explore.





## Target

This program is designed for managers involved in negotiation processes and for all those wishing to improve their negotiation abilities.





## Goals

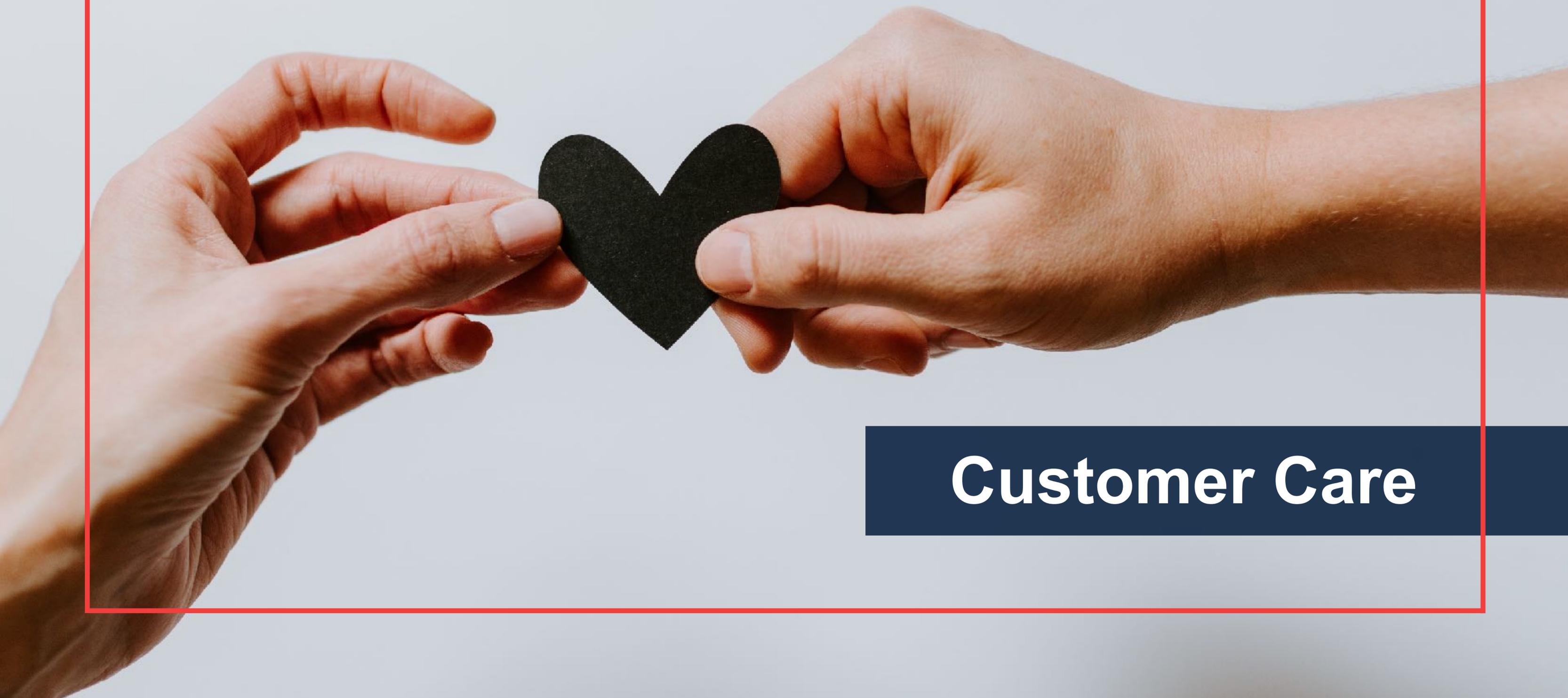
- Learn main aspects regarding negotiation
- Establish negotiation power positions
- Assimilate techniques and strategies for negotiation
- Evaluate own negotiation style
- Understand cultural differences affecting negotiation





## Main topics

1. Negotiation elements
2. Negotiation styles
3. Negotiation types
4. Avoiding traps when negotiating
5. Steps in negotiation
6. Negotiation strategies
7. Positions in negotiation
8. Influence principles
9. What being a good negotiator means
10. Cultural differences in negotiation



# Customer Care



## Making clients happy

Everyone agrees clients are highly important. Building and keeping excellent relations with clients is most important for business development.

We all aim to give our best to our clients; but do we really treat them as they expect? Are we sufficiently adaptable to meet their needs? Or do we, rather, stick to a clear-cut procedure that we refer back to indiscriminately, every time?

When product quality or marketing strategies stop making a difference, the ultimate stronghold competitors defend is the quality of the relations established with customers: customer care.

What are the unseen elements of customer care? What is the influence of organisational culture upon customer care? How should we respond to the complaints of our clients? What's the best attitude towards difficult clients? How can we gain the trust of our clients?

These are a few questions you will find the answer to through this training program.





## Target

A program designed for organisations wishing to improve their relations with clients, as well as the quality of their services.



## Goals

- Identifying customer typology
- Understanding customer behaviour
- Evaluating individual communication abilities
- Having a professional attitude towards clients
- Understanding the role internal services play for delivering quality



## Main topics

1. Importance of communication with clients
2. Professional attitude
3. Dealing with dissatisfactions
4. Client psychology
5. Client typologies
6. Customer care versus sales

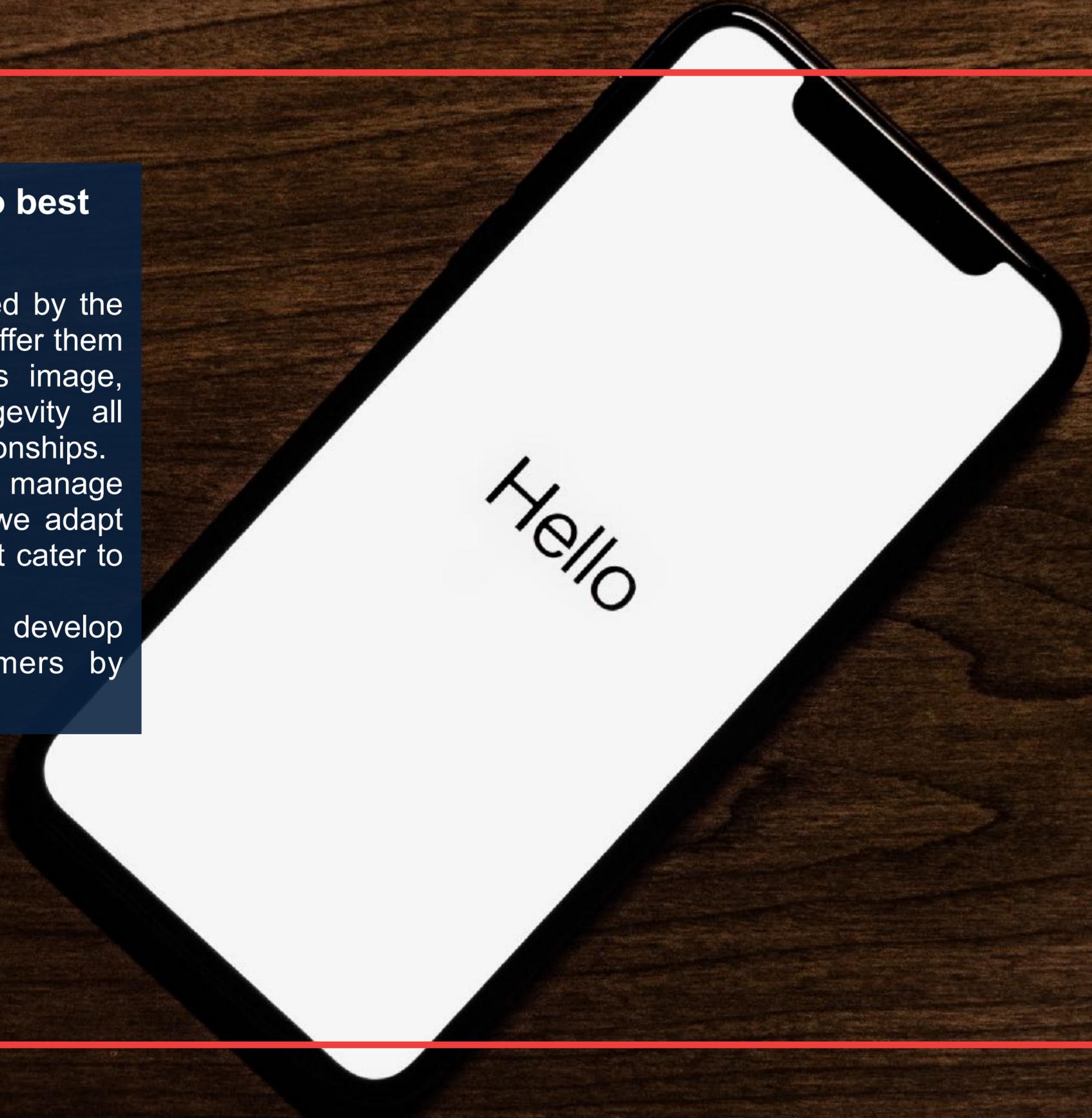


**Customer care by phone**



## **Our clients - who are they, how to best work with and for them?**

The prosperity of a business is determined by the number and the quality of customers: we offer them our products and services. A company's image, recognition, market positioning and longevity all depend on the quality of its customer relationships. So, who are our customers and how do we manage our relationship with them? How should we adapt our behaviour within those relation, to best cater to the diversity of our clients? This training provides an opportunity to develop specific relationship skills with customers by telephone.



Hello



## Target

This course is addressed to companies from all fields of activity who wish to improve the relations with their customers, especially when interacting by phone.





## Goals

- Developing efficient networking skills with customers by telephone
- Understanding the customer needs and expectations
- Awareness of the need to provide the highest standards of service, thus maximising potential sales opportunities
- Structuring the communication with clients for an efficient relationship, oriented towards customer satisfaction.



## Main topics

1. The life cycle of the customer relationships
2. Quality services offered to customers (what the customers want, magical moments)
3. Building relationships with customers
4. Methodologies for working with clients
5. Good practice elements
6. Selling skills at high standards (communication, sales knowledge and skills)
7. Sales context (identifying the needs, presenting solutions, concluding the sale)
8. From dealing with unsatisfied customers to boasting customer retention
9. Customer satisfaction survey



# Autonomous Thinking



## The art of thinking for oneself & acting proactively

We live in a world where information is *everywhere*. Information is constantly being hurled at us, in big volumes, and we must develop the ability to think independently when assessing the information and separating the valuable from the non-valuable (or even toxic).

**Autonomous thinking** is a blend of *critical thinking* and *creative thinking*. However, often times we slide into the trap of thinking that only creative art counts can be described as such; or, alternately, that only highly analytical people can be good critical thinkers.

In fact, both these cognitive approaches can be developed, and they are the cornerstone of a novel mindset: Autonomous Thinking. This “skill of the future” can help us solve issues in more efficient ways.





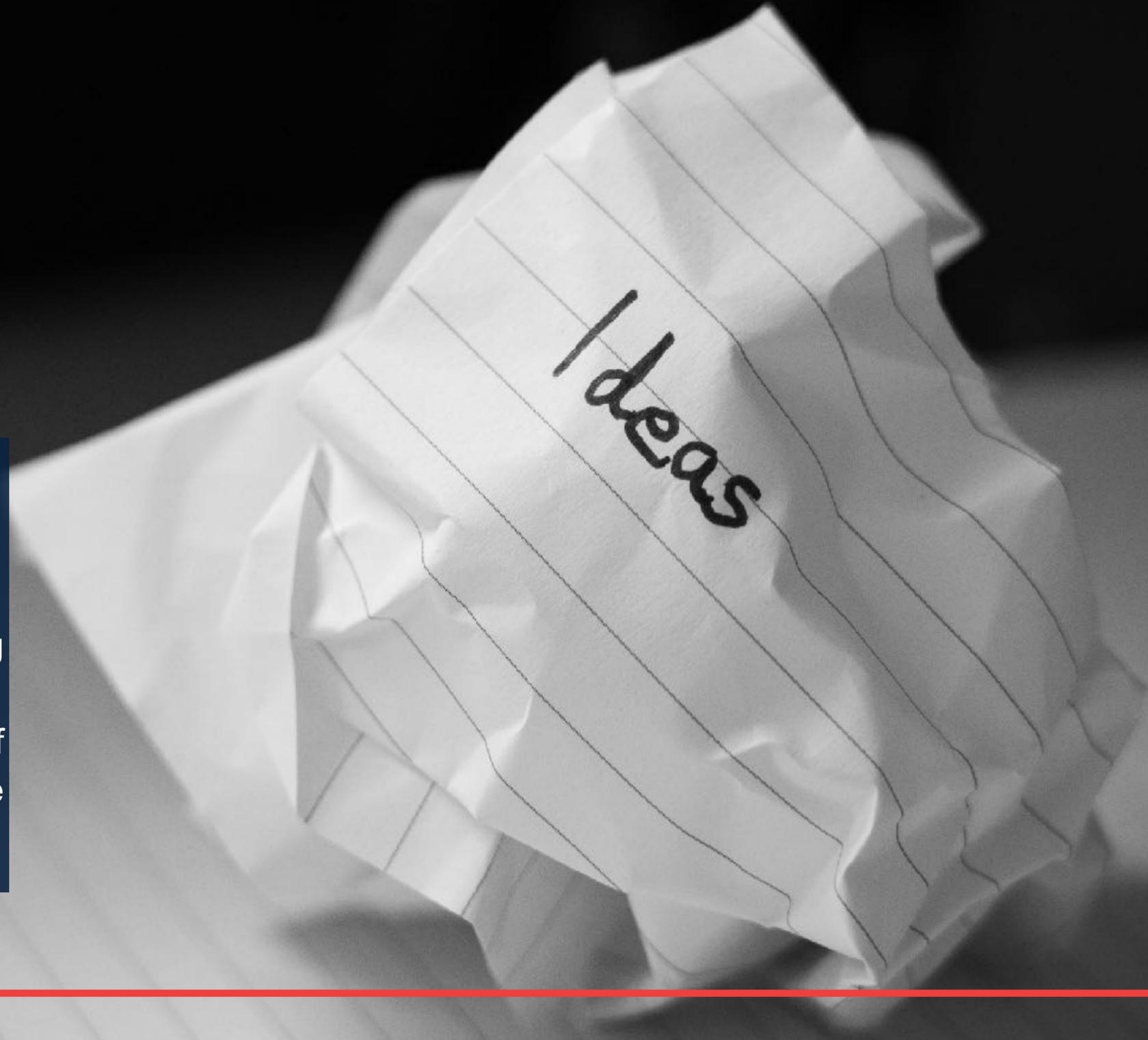
## Target

This module is designed for individuals and organisations interested in developing an autonomous mindset, and for all those who wish to gain the ability to overcome their biases and operate efficiently despite assumptions.



## Goals

- Developing the ability to think for oneself
- Understanding both the creative thinking process and critical thinking methods.
- Becoming aware of the importance of autonomy and accountability within the organisation





## Main topics

1. What is autonomous thinking?
2. Thinking for oneself and challenging every situation
3. The filter theory: facts and assumptions
4. Critical Thinking and Creative Thinking
5. Navigating challenges
6. How to take different stands. The “6 Thinking Hats” model
7. Structuring opportunities
8. Creativity in autonomous thinking
9. Building self-esteem and self-efficacy



# Creativity





## The art of inventing solutions

Often times we fall in the trap of thinking that only creating art equals being creative. Painters, sculptors, composers - they aren't the only ones who can create. Finding novel solutions for organisations involves our creative capacity just as well. In fact, everyone can become more creative.

Creativity is an essential characteristic of development. Being successful on such a dynamic market is determined, to an overwhelming extent, by innovation capacity.

This program will present some methods for developing and transferring creativity within the organisation.





CREATE

### Target

This program is designed for developing organisations and organisations wishing to enhance their professional environment towards continuous development.



## Goals

- Understanding the creativity process
- Discovering and leveraging creative talent
- Learning methods and techniques for developing creativity
- Becoming aware of the importance of innovation in organisations





## Main topics

1. Creativity and innovation
2. Components of creativity
3. Change barriers
4. Problem solving stages
5. Exploring challenges
6. Structuring opportunities
7. Creativity and business
8. The creative organisation
9. Building a creative environment in-company
10. Creativity releasing and enhancing techniques



# Problem Solving



## How do we land on the right solution in any context?

The world around us poses constant challenges. Each day, in our activity, we encounter issues - some small, others more ample.

Our ability to find solutions to problems, to have a constructive approach, to have the correct stance in each of the phases of the problem-solving process, fixing the problem, as well as “selling” the solutions to the stakeholders involved, in order to ensure support for the implementation of said solutions - these are all key elements to building a successful future.





## Target

This training is for organisations and individuals that are involved in decision-making processes, as well as for those who work within a solution-generating dynamic.





## Goals

- Developing an ability to correctly diagnose an issue
- Consolidating the ability to have a structured approach in problem-solving
- Assuming the steps of solving a problem
- Identifying the cause-and-effect dynamic with specific techniques
- Identifying optimal solutions, directly correlated to the complexity of the problem at hand
- Avoiding barriers and traps that can detour the focus from the process of solving a problem



## Main topics

1. Instruments and techniques for identifying the problems
2. Causes of problems
3. Enunciating the problem matter
4. Personal problem-solving style. Identifying strong suits and opportunities for improvement
5. Correctly diagnose issues. Identifying the relevant stakeholders.
6. Methods and techniques used in problem-solving: 5 Why, Ishikava Diagram, Affinity Diagrams.
7. Steps and stages in problem-solving
8. PDCA & Problem Solving
9. Creative methods for problem-solving: Design Thinking
10. Decision making in problem solving
11. Solving problems within the team



# Work / Life Balance





## **Keep your job, your family, and your sanity**

Successful people don't trade personal satisfaction for professional achievement. They know high performance depends on both. To avoid the peaks and valleys of productivity created by balancing the urgent demands of work and personal life, professionals must be able to balance both without sacrificing either. This training course teaches behavioural strategies and lifestyle tactics to help you to work at a realistic level. Rediscover vision, vitality, and meaning in your life!

**LIVE,  
WORK,  
CREATE.**



## Target

This training course is addressed to organisations for improving the internal environment and to all people who are concerned with balancing both professional and personal facets of life.





## Goals

- Establish your governing purpose and values
- Describe a personal vision for work and life
- Design your "ideal" life
- Allocate time according to your values and the top priorities in your life
- Tactics for dealing with stressful times
- Distinguish between "negotiable" and "non-negotiable" activities
- Develop strategies to manage and create discretionary time
- Finish the working day "on time"





## Main topics

1. Reflections over purpose and life values
2. Personal vision of work and life. Ideal case scenario
3. Importance of values and priorities in foreseeing time
4. How to deal with stressful times. DOs and DON'Ts
5. Strategies for creating more discretionary time
6. Strategies for valuing the time intended for both profession and personal life



# Service Design & Design Thinking





## To build efficient services we need effective methods

Product design has always been a concern of production organizations. However, the services offered by companies, both for end customers and internal services, were usually developed according to internal methods, often empirical or intuitive, without distinct methodologies to guide or better inform them.

Service Design is a method of rethinking the services offered by organizations, starting from the outside (customer) to the organization and not in the classic way, from the organization to the outside (customer). The ultimate goal is for the customer experience, internal or external, to be the best possible. Implicitly, this also brings internal benefits: a simpler and more efficient organizational structure, by eliminating unnecessary bureaucracy and by reducing costs that do not have a direct impact on the outcome.

Design Thinking is primarily a creative method of solving problems within organizations, but also the main tool used in Service Design to identify the real needs of customers (internal or external), respectively to generate solutions in process redesign.

Design Thinking courses are offered at Design Thinkers Academy Eastern Europe and are certified by Design Thinkers Academy.



## Target

The course is mainly addressed to managers and process design people.





## Goals

- Understanding the key concepts of Service Design and Design Thinking - processes, methods and mindset
- Learning service design methods based on basic principles in the world of designers
- Experimenting with a process design through an iterative approach



## Main topics

1. What is Service Design and how do we design efficient services?
2. Design Thinking as the main tool of Service Design
3. Combining and summarizing the information obtained through research. triangulation
4. Ways to use empathy in Design Thinking
5. Mindmapping; Building Personas; Stakeholder Mapping
6. Customer Journey Mapping
7. Identifying Opportunity Areas & Pain points / Context Map
8. Ideation
9. The double diamond model
10. Priority mapping and business scenario
11. Brainwriting
12. Scenario Service / Prototyping / Iteration
13. Story telling



# Finance for Non-Financials



Crash  
position trading: that trading method  
on the trader is going to make  
a given context or  
trading is



## The art of making good decisions based on numbers

How important is financial input for a manager in the decision-making process? What are the budget role and budgeting activity? What does cash flow represent, or the profit and loss account (P&L)? What does cost mean and how important are all these terms and factors in the decision making process? How do we interpret the financial analysis indicators?

Even though economic-financial reports furnished by economic departments are considered important tools for decision making and for company management, for a non-financial they are difficult to be efficiently used, if there's a void of basic principles and common economic terms. It is possible for managers to think that financial information is just a company obligation when it comes to relating with the state fiscal institutions.

Our training course has set the goal of helping you to understand notions from financial reports, and to use them correctly in making a decision.





### Target

This training course is particularly addressed to managers and chief executives who need a general understanding of the financial management issues.

## Goals

- Understanding the basic principles and customary terms used in financial statements
- Assessing and using financial information
- Being aware of the financial information when making decisions
- Understanding different types of costs and the way these influence the process of decision-making
- Being aware of the budget role and budgeting activity
- Describing main tools and assessment modalities of profit centers efficiency

C H A N G E

notes



| Market  | Symbol  | Price   | Change  |
|---------|---------|---------|---------|
| XTIUSD  | 1.33206 | 1822.22 | 0.73681 |
| EURUSD  | 1.04553 | 1.29451 | 0.89599 |
| GBPUSD  | 0.92225 | 1.04534 | 0.95367 |
| XAUUSD  | 177.021 | 0.60218 | 77.022  |
| AUDUSD  | 0.69225 | 1.04553 | 0.69227 |
| USDCAD  | 80.783  | 1.04553 | 80.785  |
| USDCHE  | 1.04553 | 1.04553 | 1.04553 |
| USDJPY  | 116.665 | 1.04553 | 1.04553 |
| AUDCAD  | 1.04553 | 1.04553 | 1.04553 |
| AUDCHF  | 1.04553 | 1.04553 | 1.04553 |
| AUDJPY  | 1.04553 | 1.04553 | 1.04553 |
| AUDNZD  | 1.04553 | 1.04553 | 1.04553 |
| CADCHF  | 1.04553 | 1.04553 | 1.04553 |
| CADJPY  | 1.04553 | 1.04553 | 1.04553 |
| CHFJPY  | 1.04553 | 1.04553 | 1.04553 |
| EURAUD  | 1.04553 | 1.04553 | 1.04553 |
| EURCAD  | 1.04553 | 1.04553 | 1.04553 |
| EURCHF  | 1.04553 | 1.04553 | 1.04553 |
| EURGBP  | 1.04553 | 1.04553 | 1.04553 |
| EURJPY  | 1.04553 | 1.04553 | 1.04553 |
| EURNZD  | 1.04553 | 1.04553 | 1.04553 |
| GBPAUD  | 1.04553 | 1.04553 | 1.04553 |
| GBPCAD  | 1.04553 | 1.04553 | 1.04553 |
| GBPCHE  | 1.04553 | 1.04553 | 1.04553 |
| GBPJPY  | 1.04553 | 1.04553 | 1.04553 |
| GBPNZD  | 1.04553 | 1.04553 | 1.04553 |
| NZDCHE  | 1.04553 | 1.04553 | 1.04553 |
| NZDJPY  | 1.04553 | 1.04553 | 1.04553 |
| NZDUSD  | 1.04553 | 1.04553 | 1.04553 |
| USDZSGD | 1.04553 | 1.04553 | 1.04553 |
| AUDSGD  | 1.04553 | 1.04553 | 1.04553 |
| CHFSGD  | 1.04553 | 1.04553 | 1.04553 |



## Main topics

1. Financial accounting general notions
2. Using financial reports
3. Costs and their importance in the decision making process
4. Budget – a planning and controlling tool
5. Cash-flow – understanding and management
6. Understanding of the profit and loss account (P&L)
7. Assessment of investment projects
8. Assessment of financial results
9. Performance indicators (profit, cash, investment and financing assessment)
10. Profit vs. cash-flow



# Finance for sales force



## Sales with increased profitability

The efficiency of the sales force plays a key role in the business success or failure of the company. Increased sales volume, achieving or overcoming the target sales is very important for the development of the company. Equally important is the weight of the financial information in the decision to sell.

Moreover, we'd all like the sales force to understand the importance of cash flow and the profitability for the company, to realise their role in identifying and selling to customers with a secure financial profile.

This training helps you understand how finances are functioning, the need of the finances and sales to work together to ensure that the organisation achieves the most profitable sales it can.

FINANCES





## Target

This training is offered to all sales people who want to understand the financial principles that help them in selling process and influence the sales profitability.





## Goals

- Acquiring basic financial concepts useful in sales
- Identifying customers with secure financial profile or who warrant a credit risk
- Improving skills for analysing financial customers
- Understanding the indicators of key performance (KPI's)



## Main topics

1. The importance of finances in the sale process
2. Important financial concepts, use of financial reports
3. Budget - a tool for planning and control of the sale process
4. The importance of profitability
5. The credit risk of a new customer
6. Cash flow and its importance
7. Discounts and reduction of the profit
8. Preventing debt, tracking the overdue accounts
9. Analysis of competitors, key performance indicators



# Operational management



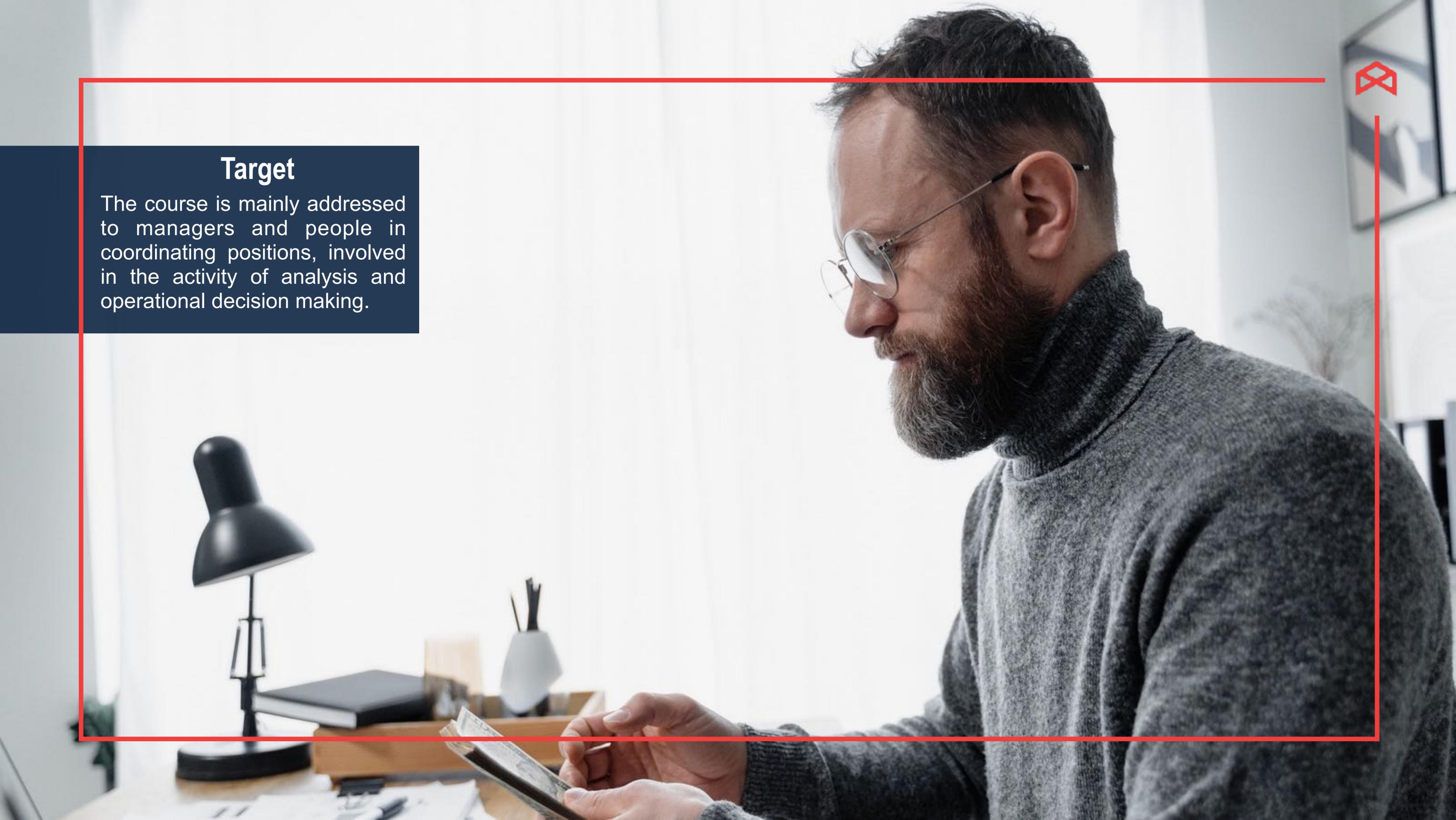
## Operations, a competitive weapon

Increasingly more often, we find that we have significant foreign competitors, that the life cycles of products and services are shorter, that we have better educated and quality-conscious consumers, that new technologies used on the market force us to improve productivity and quality, products and services.

Given the globalisation of markets, companies recognise that the operations management function can be used as a competitive weapon to strengthen market position. How to determine what needs to enter the operating system (i.e. equipment, tools, people, materials, energy, information) and how these inputs can best be used to meet market requirements are some of the issues this course will help you explore.

## Target

The course is mainly addressed to managers and people in coordinating positions, involved in the activity of analysis and operational decision making.





## Goals

- Identifying trends and challenges of operational management
- Awareness of operations in terms of inputs, processes, outputs, flows
- information, suppliers and customers
- Understanding the importance of inter- and intra-departmental relationships in processes
- Awareness of managerial policies in obtaining results
- Mastering the four major decision-making processes
- Identifying the strategic importance of supply chain architecture in carrying out operations



## Main topics

1. Operational management in organisations (Operation and intertwining of processes, Decision making, Operations strategy and Project management)
2. Process Management - Process Strategy and Analysis (Process Performance and Quality - Six Sigma Tool, Lean Manufacturing Concept)
3. Managing the chain of processes in the organisation (Strategic Analysis, Forecasting, Planning, Implementation, Control)
4. Using the concepts of Lean Coaching, Service Design and Design Thinking



# Performing as Assistant Manager



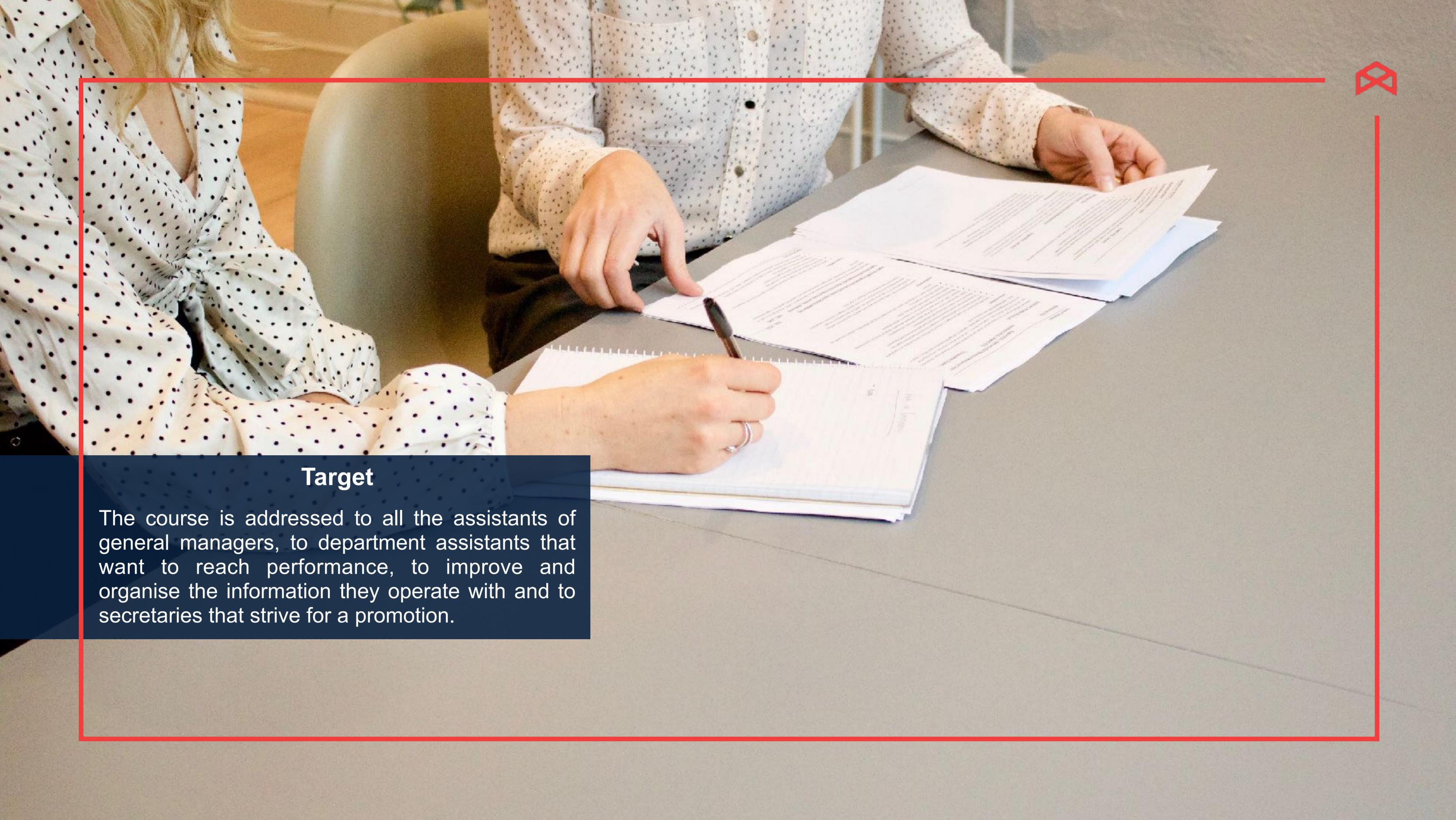
## How to be an efficient assistant manager

The assistant manager has an important role in the company, as a close collaborator of the manager. For this reason, the assistant manager education must be comprehensive and cover various topics pertaining to communication, protocol, marketing, management, accounting, computer science, law.

Would you like to amaze coworkers with skills far beyond those likened to a “front-desk clerk”? Would you like to find out how to become the assistant manager your boss needs? How can this role juggle not just being a close collaborator of the manager, but also a skilled assistant, managing phone calls, correspondence and meeting minutes?

This training helps you realise what is the exact role of an assistant manager, what a manager expects from you, which abilities you need to develop to become “the right hand” of your employer.





## Target

The course is addressed to all the assistants of general managers, to department assistants that want to reach performance, to improve and organise the information they operate with and to secretaries that strive for a promotion.



## Goals

- Improving the communication and relationship with the internal and external public
- Developing the information of commercial correspondence
- Improving the organisational skills and the time management of the administrative tasks
- Developing of basic economic and marketing concepts
- Refining their own business image



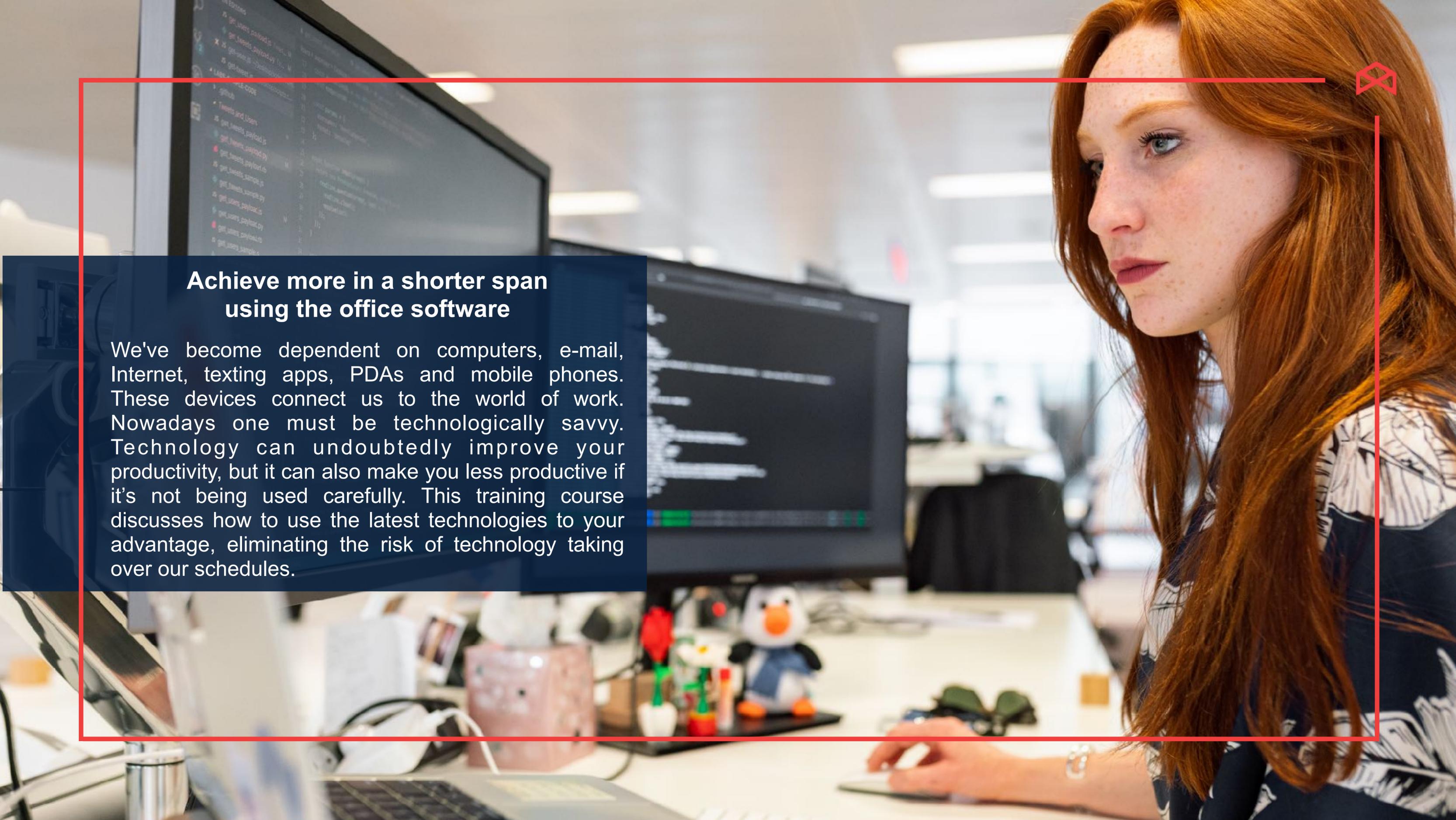
## Main topics

1. The role of assistant manager in the company - secretary vs. assistant manager
2. Manager's expectations from an assistant manager
3. Internal and external communication
4. Correspondence and written information – the efficiency of information system
5. Commercial correspondence
6. Organisational skills, the management of super congestion
7. Public Relations (internal and external)
8. Elements of primary book-keeping
9. Basic concepts of marketing (the external environment, competition analysis)
10. Protocol, self-image, vocabulary



# Boosting office productivity





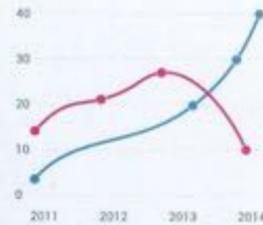
## Achieve more in a shorter span using the office software

We've become dependent on computers, e-mail, Internet, texting apps, PDAs and mobile phones. These devices connect us to the world of work. Nowadays one must be technologically savvy. Technology can undoubtedly improve your productivity, but it can also make you less productive if it's not being used carefully. This training course discusses how to use the latest technologies to your advantage, eliminating the risk of technology taking over our schedules.

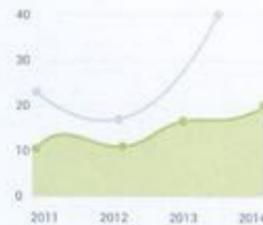


### Morris Charts

Line Chart



Area Chart



Bar Chart

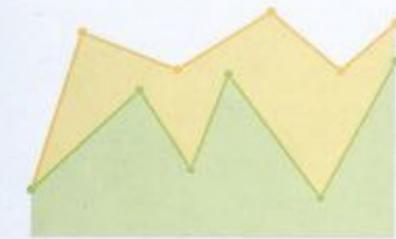


Donut Chart

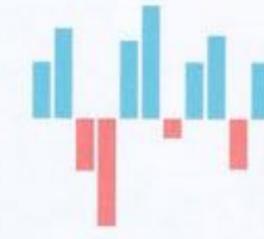


### Sparkline Charts

Line Chart



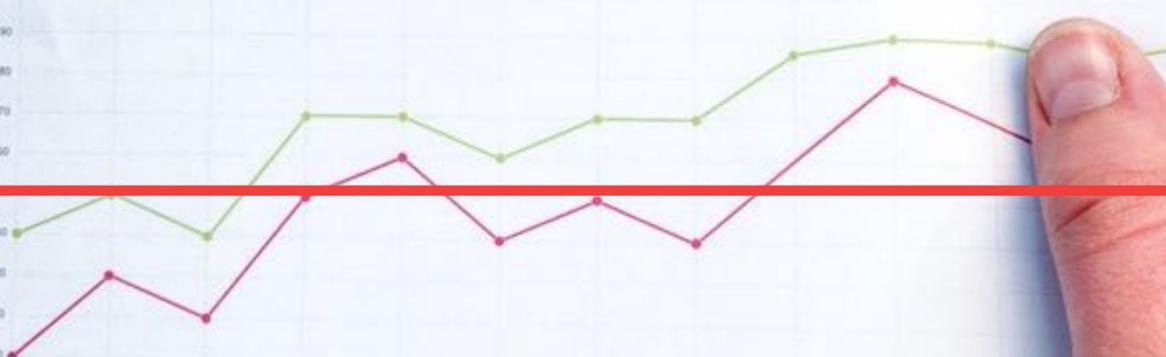
Bar Chart



### Easy Pie Charts



Line Chart (Sales and Orders)



**Target**

This training course is addressed to all people who work in an office and use the PC and "office" software for organising and improving their work. The participants could be regular employees all the way to top-management representatives.



## Goals

- How to create simple documents using a text editor
- Understanding a document structure
- Using the text editor in order to create complex documents
- Learning techniques for becoming more productive when working with documents
- Quickly creating and handling worksheets, tables and charts
- Using "office" programs together
- Choosing the proper manner for communication
- Managing e-mail / the inbox
- Learning simple techniques for reducing information overload
- Using filters, navigation and other tools for time saving
- Running regular maintenance and backups
- Checking for spam and controlling unsolicited e-mails
- Being aware of e-mail etiquette
- PC organising for quickly finding folders and documents
- Creating automatic repetitive tasks with macros, templates, and shortcuts
- Integrating technology and human input in an efficient work flow



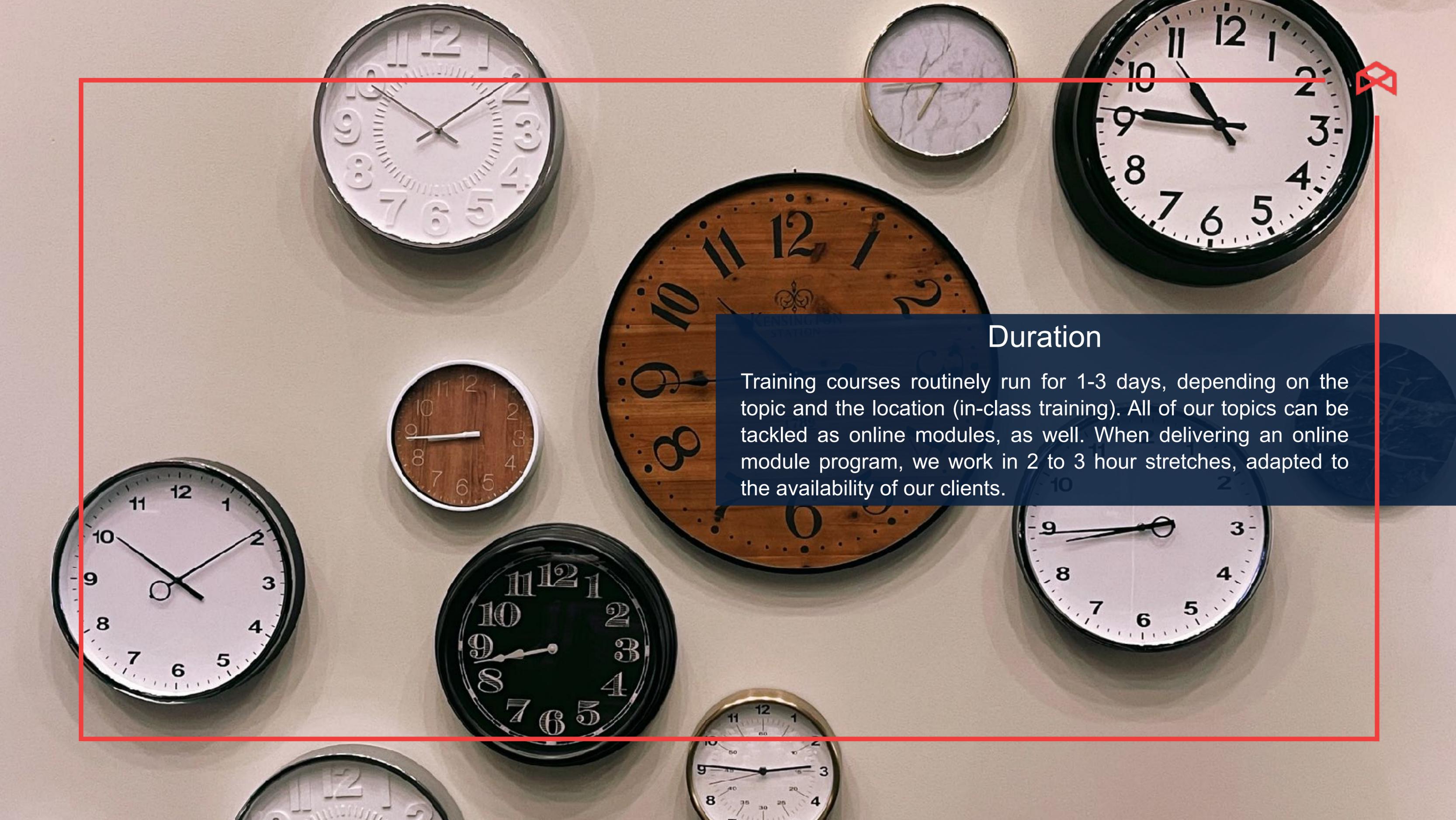


## Main topics

1. Introduction to office software. Alternatives
2. Proper use of the text editor
3. Tables, worksheets, charts. How do you become more productive?
4. Other office applications: slideshow, database, organisers
5. Office programs working together
6. Communication and organisation: How do you manage your e-mails and agenda
7. E-mail communication: etiquette and protocol
8. The paperless office: myths and reality



# TRAINING PROGRAMS DETAILS



## Duration

Training courses routinely run for 1-3 days, depending on the topic and the location (in-class training). All of our topics can be tackled as online modules, as well. When delivering an online module program, we work in 2 to 3 hour stretches, adapted to the availability of our clients.



## Location

For best results, training programs need an adequate location, where participants can enjoy a safe space conducive to learning. That's the reason why we recommend opting for a training location after having chosen the training program.

We can take our training programs to off site locations, too. Some of these, that we've worked with in the past (depending on participants' access) are in: Predeal, Sinaia, Bran, Sighișoara, Poiana Brașov, Danube Delta, Western side of Romania, Hungary, Serbia and beyond. Alternatively, some training programs can be ran at the client's headquarters.

External locations have their upsides: a less familiar location can lend itself to a relaxed, inhibition-free environment; the possibility for games, trips etc.

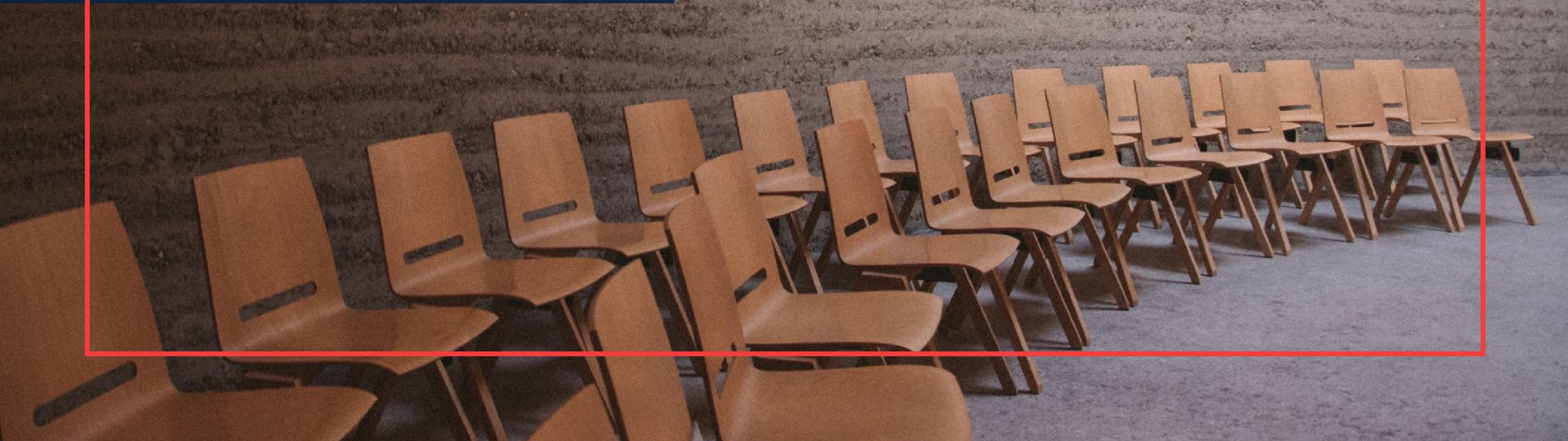
We recommend internal (on site) locations solely for 1-day programs, which are designed with more pressing needs in mind.





## Participants number

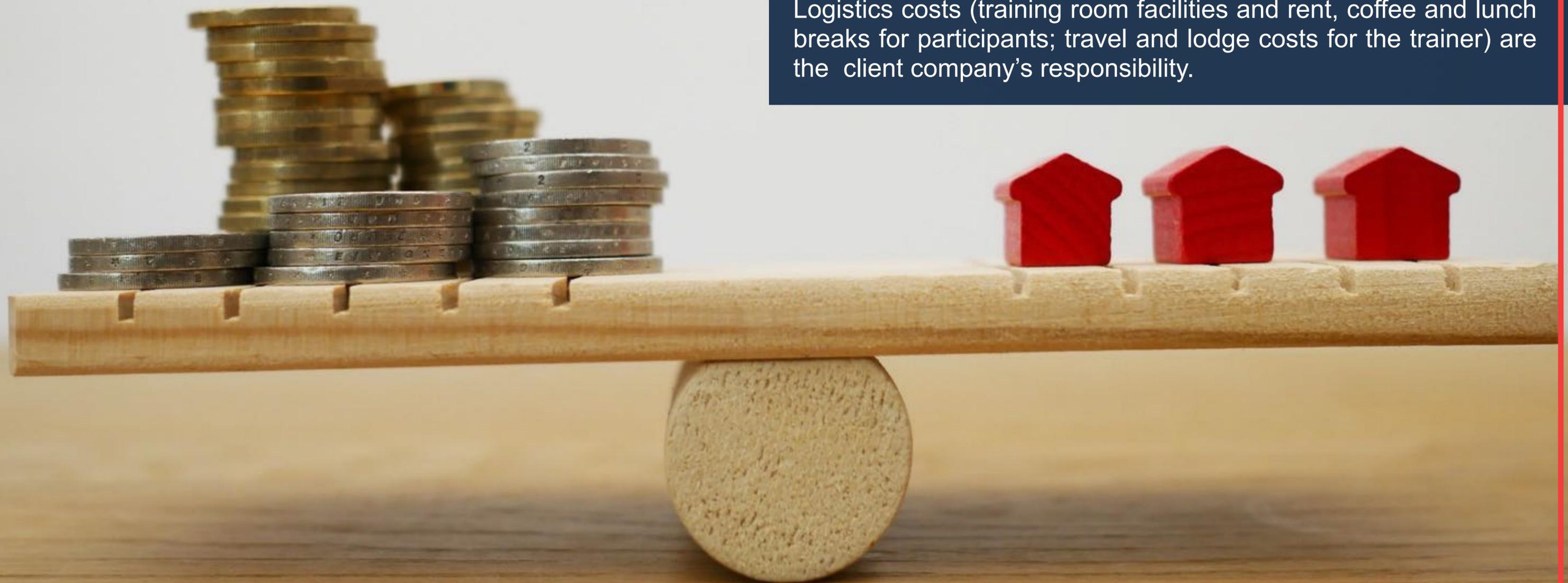
The optimum participants number depends on the training program theme. For **soft skills trainings**, the participants' number is optimal between 8 – 10. For the rest of the training programs, groups can attend effectively as large as 10-14. For team building programs the number can be highly customised to the teams.





## Costs

Our fees are correlated to the topics addressed, and they depend on the contracted volume of services per client / year. Logistics costs (training room facilities and rent, coffee and lunch breaks for participants; travel and lodge costs for the trainer) are the client company's responsibility.





### **Service package includes:**

- Coaching meeting with client for adapting training program to client needs
- Training program customization
- Course materials for participants
- Program delivery by an ASCENT GROUP trainer
- Follow-up with participants for implementation



# Clients



# Contact



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