



**COMMUNICATION CENTER
INTERNATIONAL**



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To foresee is to act (Fayol)

Communication Center

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COMMUNICATION CENTER INTERNATIONAL

International

Building a partnership

In an increasingly complex environment, a company's success depends to a great extent on its associates.

Winning teams combine passion and discipline, personal commitment and an open mind in order to deal with growing competition.

Through training, we can increase our professional skills, as well as our self-control and emotional stability.

To train is to enable people to grow. Personal development contributes to trainees' growth so that they work more efficiently and achieve optimal results. That's why training is such an asset for a company.

The programmes we offer in management, communication and sales strategies are tailor made. Their aim is to develop measurable winning behaviour and attitudes.

Nowadays, training is no longer an expenditure it is an investment.

Act today, and work with us.

**Communication Center International,
To foresee is to act**



Thierry DACHELET

Managing Director

Vision

Mission



COMMUNICATION CENTER INTERNATIONAL

is a firm that works in the areas of consultancy, training and guidance to companies. It offers an active teaching method in consultancy, communication and sales strategy.

COMMUNICATION CENTER INTERNATIONAL

works in partnership with companies. It can clarify their needs and expectations, meeting them in a totally professional manner.

COMMUNICATION CENTER INTERNATIONAL

is a training enterprise which uses the Jacobson Training Method®. This is the guarantee of the discipline and calibre of the training staff of Communication Center International. They employ the most advanced teaching methods and development techniques to transmit their expertise.

COMMUNICATION CENTER INTERNATIONAL

has set itself the aim of:

- analysing a company's context and situation
- helping clients to make strategic, organizational choices
- providing high-level, quality training
- employing the best training consultants
- enabling training consultants to concentrate exclusively on training, notably by freeing them from administrative tasks thanks to highly efficient logistics.

TRAINING OUR CLIENTS

Improving the qualification levels of your staff by providing effective training tailored to your company's objectives and to your requirements, is our main aim.

We want to ensure that your staff attains a high level of both personal and professional skills.

Thanks to the quality of the preparatory stages the training is integrated into the participant's reality and into your company's culture.

The results attained by each participant are evaluated, which ensures the profitability of the training process that can immediately be applied in the field and on the job.

The participants' follow-up and the relevance of training is also taken into account within a long-term profitability framework.



Values

CONSULTANCY

We help our clients to make strategic and organizational choices in terms of company restructuring. The change is realised by means of diagnosis and consultations with the principal participants.

To implement change processes and a new company culture we work in partnership with your company.

To provide a clear picture of the company's situation, concise, structured reports are drawn.

Leaders are conducted into clarification discussions during which internal and external quality standards are compared. In time performances and results are evaluated.

PROFESSIONALISM

Know-how is a dynamic and not a static factor. This is why our consultant-trainers are continuously retrained in our areas of expertise.

INNOVATION

New concepts are developed. We search for the best ideas and methods of improving company performance.

THE WILL TO ACHIEVE

Our consultancy and tailor made trainings are results-oriented and based on specific cases within your company.

Consultancy and training tools are ready to be applied in practice.

RESPECT

By working on the self, we improve capabilities and motivation in terms of respect for others.

The Jacobson Training



The values of Communication Center International are translated into a flexible method, which is applied with rigor and which guarantees the effectiveness of the training for all participants.

The Jacobson Training Method® embodies Communication Center International's approach to consultancy, training and intervention.



COMMUNICATION CENTER INTERNATIONAL

Method®

The Jacobson Training Method® is exclusive to Communication Center International.

As our company's know-how, it is geared to ensuring a **process of personal development and continuous learning** in all participants.

During seminars, each participant is actively trained to optimise his efficiency through the acquisition and transmission of expertise and, simultaneously, to modify his behaviour.

The change to attitudes and behaviour constitutes the added value that Communication Center International provides.

THE JACOBSON TRAINING METHOD®

is an interactive teaching technique geared to the acquisition of effective and motivated behaviour.

THE METHOD IS BASED ON:

- techniques for being convincing and persuasive
- developing maturity as part of the learning process
- the search for high-performance, motivated behaviour
- systematic guidance towards noticeable change
- an active teaching technique using audiovisual and IT-tools.

THE JACOBSON TRAINING METHOD® IS SPECIFICALLY:

- 80% practical work
- an implementing contract, objectives to be achieved and memo-cards
- role-playing exercises relevant to participants' immediate environment
- encouraging comments and discussions
- interaction and training
- progress rate carefully monitored and gauged by personal assessment sheet
- individual assessment during training, at the end of the course and during the follow-up phase
- concrete action plan and follow up by consultants.

With tailor made training including individual coaching of participants, Communication Center International does everything to ensure that your investment yields the best possible returns.

Consultancy



Intervention

For training to be as effective as possible, we often suggest to our clients a consultancy phase, prior to organizing seminars. By means of interviews, questionnaires and tests, we enter into your reality. In addition, a report is drawn up for the team managing the project. Then we design a training programme specifically tailored to your needs and expectations.

COMMUNICATION CENTER INTERNATIONAL

specializes in the analysis of organizations and their structure. We provide consultancy that changes companies and yields results.

Specializing in **Crisis Communication and Media Relations**, Communication Center International helps companies prepare to react in the event of accidents or unforeseen situations.

- Training management committees to face the media in the event of accidents
- Advice in tense social situations
- Active participation in crisis situations
- Drawing up press releases, organizing press conferences and, more generally, answering journalists' questions on behalf of a company.

COMMUNICATION CENTER INTERNATIONAL

also provides a **Local Emergency Management Game**, in which a crisis unit meets for a whole day and "lives through" a crisis management exercise.

In the event of real-life problems, the professionals at Communication Center International are at your side and available around the clock.



COMMUNICATION CENTER INTERNATIONAL

Our trainings



MANAGEMENT
COMMUNICATION
SALES STRATEGIES

Management

What makes an excellent manager?

To answer this means mastering, on a daily basis, skills as diverse as planning, organizing, managing, delegating and supervising.

Management skills must be taught, maintained, cultivated. Communication Center International has studied management models in which people in managerial positions can see themselves, or can be led to do so.

A wide range of practical exercises, all tailored to real-life situations facilitate participants' progress.

You will thus find new ideas and sources of inspiration in how to lead your teams to success. The more a manager believes in his employees, the better their chance of success.

Seminars

- Management Skills
- Problem Analysis and Decision Making
- Assertiveness
- Setting Objectives
- Performance and Evaluation Interview
- Drawing up Training Plans
- Training Evaluation
- Train the Trainer
- Project Management
- Stress Management
- Leadership
- Learning Organization
- Human Relations Management
- Motivation Skills
- Team Building
- Time Management
- Dealing with Conflict Situations
- Coaching
- Change Management
- Knowledge Management
- Financial Management for Non-financial Staff
- International Company Integration
- E-mail Management
- Self-Management



MANAGEMENT SKILLS

Some of the things you will be able to do by the end of training:

- Put in place structures and efficient, motivational work practices
- Mobilize and coach your employees and team towards company success
- Build an effective team
- Know which tasks to delegate and supervise
- Exercise leadership and manage priorities

PROBLEM ANALYSIS AND DECISION MAKING

Some of the things you will be able to do by the end of training:

- Precisely define a problem
- Acquire an approach for analysing a problem
- Differentiate symptoms from problems
- Use techniques that enable you to solve the problem
- Be familiar with decision-making processes

ASSERTIVENESS

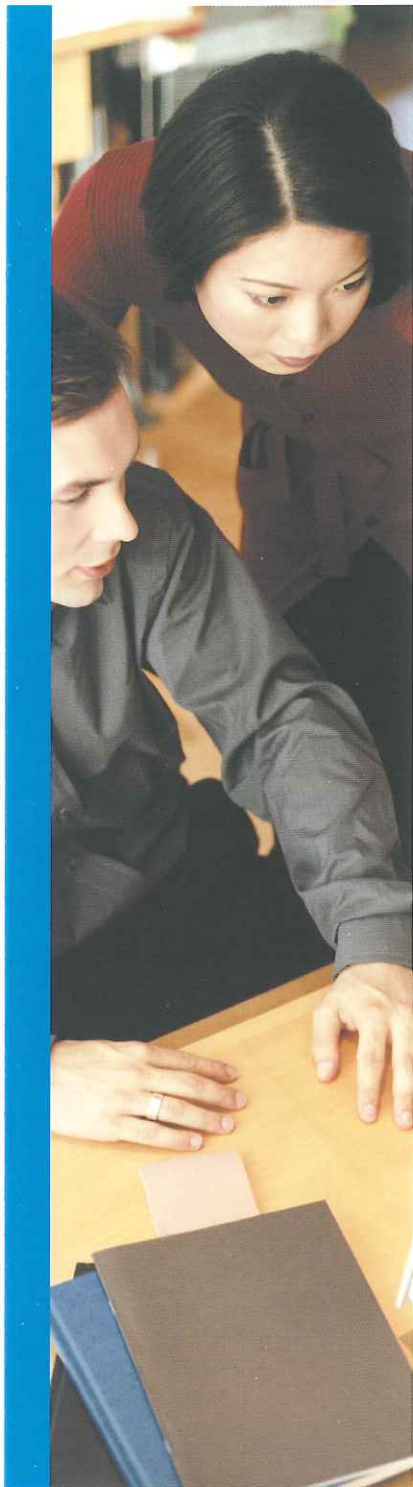
Some of the things you will be able to do by the end of training:

- Know how to say “No” without causing needless offence
- React assertively
- Assert your rights
- Avoid being manipulated
- Break a deadlock

SETTING OBJECTIVES

Some of the things you will be able to do by the end of training:

- Define the four basic concepts and the importance of objectives
- Make explicit the larger type of objective and be able to express them in writing
- Develop management by objectives related to the efficiency of the organization
- Recognize the importance of profitability and how it relates to other objectives



PERFORMANCE AND EVALUATION INTERVIEW

Some of the things you will be able to do by the end of training:

- Analyse and evaluate how suitable a candidate is to a job
- Research the methods useful for carrying out a job efficiently
- Improve relations between superiors/subordinates
- Analyse working conditions and seek to improve them
- Take resistance behaviour into account

DRAWING UP TRAINING PLANS

Some of the things you will be able to do by the end of training:

- Analyse your company's requirements
- Clarify training needs
- Identify training projects
- Organize training
- Draw up a training plan for your company

TRAINING EVALUATION

Some of the things you will be able to do by the end of training:

- Employ the eight processes enabling you to evaluate training
- Select the tools best suited to a teaching situation
- Appraise teaching tools and techniques
- Measure the effectiveness of training
- Assess the price/quality relation

TRAIN THE TRAINER

Some of the things you will be able to do by the end of training:

- Set up and coordinate groups
- Use the trainer's guide
- Design a training course, its structure and its contents
- Convey your message in an interactive way
- Manage group behaviour



PROJECT MANAGEMENT

Some of the things you will be able to do by the end of training:

- Introduce project management into an organization
- Exercise leadership within a matrix organization
- Know how to use the tools to prepare, manage or sort out a project
- Guide projects and tasks proactively
- Manage a project team

STRESS MANAGEMENT

Some of the things you will be able to do by the end of training:

- Know the sources of job stress
- Make a personal assessment: your sources, symptoms and level of stress
- Identify your alarm signals
- Develop new stress management strategies

LEADERSHIP

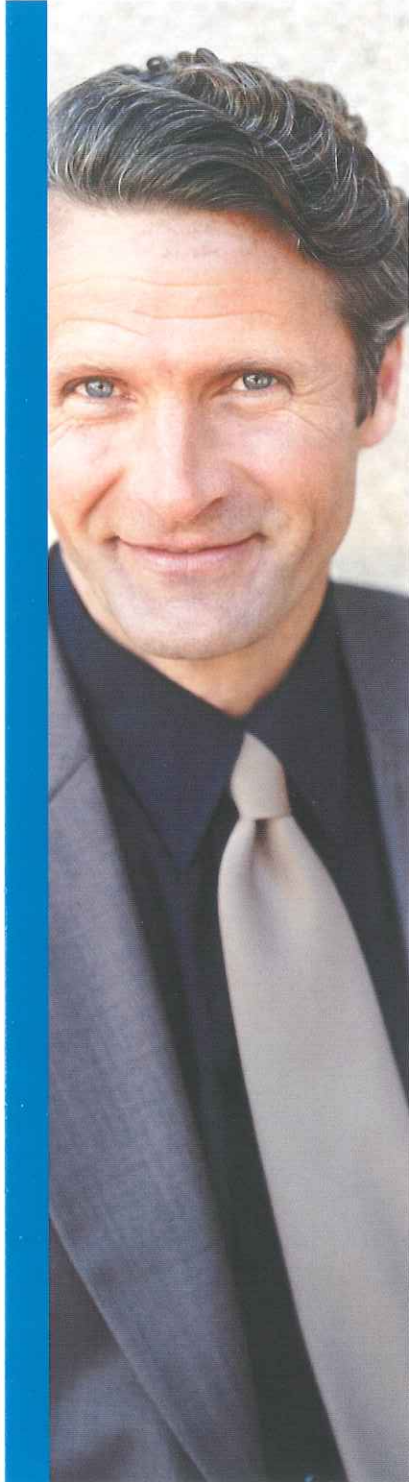
Some of the things you will be able to do by the end of training:

- Establish the main lines of leadership
- Recognize different styles of leadership
- Choose the most effective style
- Build a team
- Act as a leader/coach

LEARNING ORGANISATION

Some of the things you will be able to do by the end of training:

- Translate knowledge into skills
- Know the characteristics of the learning organization
- Prioritise learning within the company
- Integrate the principles



HUMAN RELATIONS MANAGEMENT

Some of the things you will be able to do by the end of training:

- Better assess your own behaviour in order to exert greater influence over your staff
- Improve your relationship with your staff
- Motivate and unite your team so that it achieves the company's objectives
- Know which tasks to delegate
- Apply a method to conduct control without offending your staff

MOTIVATION SKILLS

Some of the things you will be able to do by the end of training:

- Develop motivational skills
- Mobilize your through communication
- Attain the objectives set
- Obtain better results
- Be a leader

TEAM BUILDING

Some of the things you will be able to do by the end of training:

- Improve and reinforce team spirit
- Improve interpersonal communication
- Deal with tense situations and conflicts
- Aim for the commitment of team members as a motivational force
- Establish the objectives of the team and the responsibilities of its members



TIME MANAGEMENT

Some of the things you will be able to do by the end of training:

- Acquire effective planning tools
- Optimise organization
- Establish and organize your priorities
- Analyse causes of time wasting
- Develop your own time management plan

DEALING WITH CONFLICT SITUATIONS

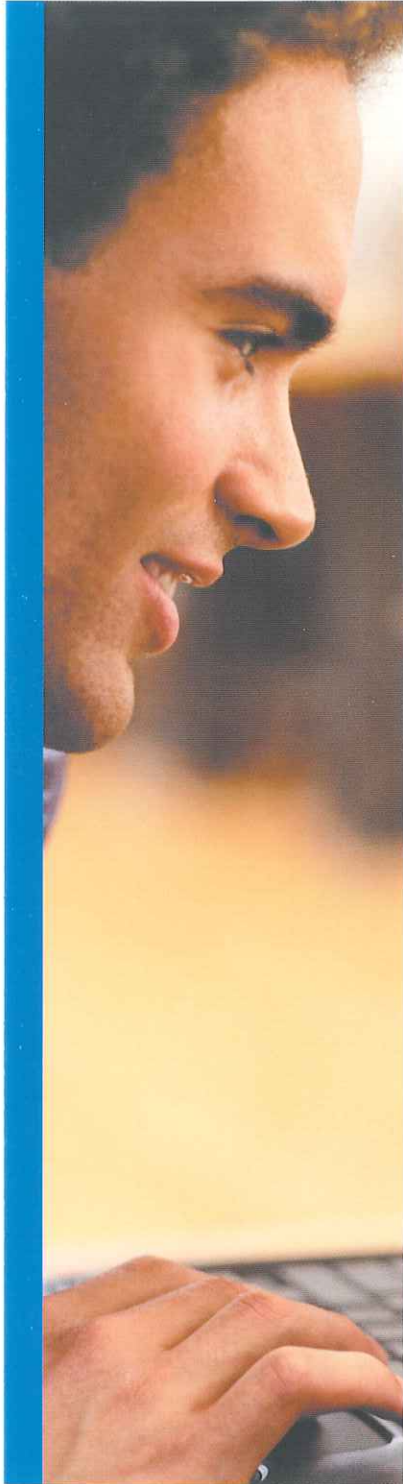
Some of the things you will be able to do by the end of training:

- Manage and defuse conflict situations
- Know the appropriate attitudes for managing a tense atmosphere
- Be aware of relaxation and time-switching mechanisms
- Know your territory
- Be conscious of your own personal authority
- Be in harmony with yourself and others

COACHING

Some of the things you will be able to do by the end of training:

- Know the options of a good coach
- Develop team spirit
- Overcome obstacles
- Train yourself to ask the right questions
- Control your team and the human dimension



CHANGE MANAGEMENT

Some of the things you will be able to do by the end of training:

- Introduce change into an organization
- Have the necessary tools
- Utilize the change process
- Change states of mind: the vision and mission of the company
- Adapt key functions and structures to the change

KNOWLEDGE MANAGEMENT

Some of the things you will be able to do by the end of training:

- Capitalize your staffs' know-how
- Transmit the accumulated experience of the staff
- Use computer resources as a means of communication
- Manage company knowledge to create value for both internal and external clients
- Know what to file and how to use knowledge
- Use tacit, implicit and unspoken knowledge

FINANCIAL MANAGEMENT FOR NON-FINANCIAL STAFF

Some of the things you will be able to do by the end of training:

- Read and analyse financial accounts
- Estimate and interpret costs and ratios
- Manage financial matters without help
- Conduct a meaningful dialogue with financial specialists
- Integrate financial aspects into the running of a department



INTERNATIONAL COMPANY INTEGRATION

Some of the things you will be able to do by the end of training:

- Move from analysing the existing culture to the desired culture
- Improve the communication process between staff members
- Manage and resolve worries and tensions
- Establish the objectives of the team and the responsibilities of its members
- Create motivation through commitment

E-MAIL MANAGEMENT

Some of the things you will be able to do by the end of training:

- Use electronic mail correctly and economically
- Avoid excessive use of e-mail
- Know the advantages of e-mail
- Be familiar with the 5 rules of e-mail

SELF-MANAGEMENT

Some of the things you will be able to do by the end of training:

- Understand your behaviour
- Be proactive in your professional, interpersonal and relationship choices
- Acquire the tools for optimising your energy, potential and performance
- Develop your ability to adapt while remaining independent
- Discover your optimal stress level

Communication

What makes an excellent communicator?

Communicating is, above all, conveying common aims, sharing and exchanging. Learning to communicate better opens new doors and leads to a new dimension.

Someone who expresses himself in a sensitive, realistic, clear and appropriate way becomes a great communicator.

Communicating is making the link between a given situation and a better situation. It's already contributing to a solution.

When it comes to public speaking, it means using all possible means to prepare beforehand, structure your thoughts, improve the quality of your presentation, the clarity of your speech and your concentration. It also is knowing how to manage your audience.

Communicating is knowing how to speak to all those involved in a company – management and shareholders, clients and users, staff and unions, specialist audiences.

The person who masters the tools and methods of communication knows he can overcome any challenge. For him, the sky's the limit.

Seminars

- Receiving Visitors
- Visual Aids
- Administrative Assistant
- Crisis Communication and Media Relations
- Written Communication
- External Communication
- Inter-personal Communication
- Effective Telephone Communication
- Conducting Meetings
- Self-confidence, Self-affirmation
- Debate
- Efficiency Enhancement through Transactional Analysis
- Appearing on Television
- Speaking to Convince (Presentation skills)
- Neuro-Linguistic Programming (NLP)
- Making the most of your Intellectual Potential
- Recruiting Techniques
- Interviewing Techniques



RECEIVING VISITORS

Some of the things you will be able to do by the end of training:

- Know the techniques and skills required to receive visitors properly
- Personalize your reception
- Be a real visiting card for your company
- Perfect and acquire new techniques
- Have excellent social skills

VISUAL AIDS

Some of the things you will be able to do by the end of training:

- Create effective visual media
- Use visual aids during a presentation
- Think “visually”
- Put these techniques into practice
- Choose the most appropriate type of medium

ADMINISTRATIVE ASSISTANT

Some of the things you will be able to do by the end of training:

- Conduct efficient Manager/Secretary relations
- Practise assertive behaviour
- Manage your time and organization
- Prepare meetings, presentations, your Manager’s mail
- Manage contacts with internal and external clients

CRISIS COMMUNICATION AND MEDIA RELATIONS

Some of the things you will be able to do by the end of training:

- Be efficient in interviews with journalists from both the written and broadcasting press
- Be familiar with the language of the media, their expectations and constraints
- Project a good image of yourself and your company even in a situation of weakness
- Conduct a debate and know how to deal with conflicts



WRITTEN COMMUNICATION

Some of the things you will be able to do by the end of training:

- Improve both internal and external written communication
- Ensure improved dissemination of information
- Draw up effective messages
- Identify the respective constraints of the writer and the reader
- Structure your documents

EXTERNAL COMMUNICATION

Some of the things you will be able to do by the end of training:

- Master techniques for good external communication
- Establish an effective communication strategy
- Use external communication to achieve marketing objectives
- Run a successful advertising campaign
- Know the market and the competition so as to advertise the product better
- Evaluate strategy

INTER-PERSONAL COMMUNICATION

Some of the things you will be able to do by the end of training:

- Use verbal and non-verbal communication
- Know the basic rules of communication
- Carry out bilateral communication
- Be convincing and persuasive
- Know the techniques and difficulties of attentive listening

EFFECTIVE TELEPHONE COMMUNICATION

Some of the things you will be able to do by the end of training:

- Actively use telephone communication techniques
- Build a dynamic image of the company
- Think and act in a customer-oriented manner
- Improve service quality and relations with customers
- Manage your stress on the telephone



CONDUCTING MEETINGS

Some of the things you will be able to do by the end of training:

- Conduct meetings efficiently
- Transmit instructions and information
- Gather information and opinions
- Exchange information, ideas and suggestions on how to solve a problem
- Chart actions to be taken

SELF-CONFIDENCE, SELF-AFFIRMATION

Some of the things you will be able to do by the end of training:

- Know yourself better to value yourself more
- Believe in your ability to act effectively
- Make decisions and persevere in your choices
- Defend your points of view and interests to others
- Accept and manage failure

DEBATE

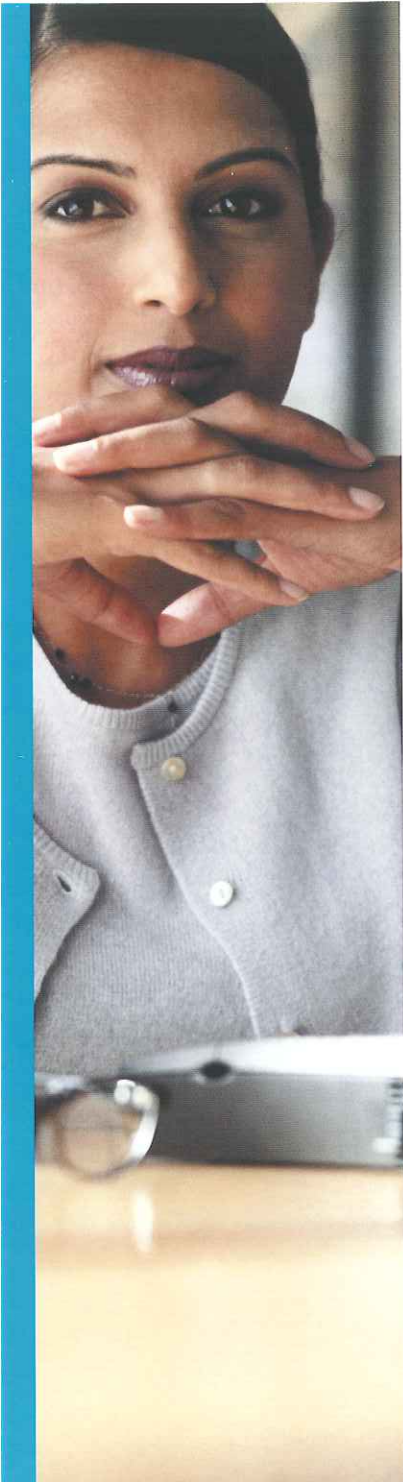
Some of the things you will be able to do by the end of training:

- Prepare a debate
- Answer awkward questions
- Answer a question to which you have no answer
- Acquire rebuttal and debate techniques

EFFICIENCY ENHANCEMENT THROUGH TRANSACTIONAL ANALYSIS

Some of the things you will be able to do by the end of training:

- Choose productive personal and professional behaviour
- Prevent the filtering of your perceptions
- Identify hidden transactions and how to react to them
- Ask adult questions and manage transactions in a positive manner
- Daily professional behaviour and psychological strokes
- Put an end to game playing in your organization



APPEARING ON TELEVISION

Some of the things you will be able to do by the end of training:

- Communicate effectively with the media
- Effective performance during interviews
- Structure your thoughts
- Construct an effective line of argument
- Avoid falling into traps

SPEAKING CONVINCINGLY (PRESENTATION SKILLS)

Some of the things you will be able to do by the end of training:

- Perform effectively in public speaking situations
- Construct an effective line of argument
- Take into account the 10 criteria's of communication
- Master improvisation techniques
- Be persuasive and argue convincingly
- Make efficient use of audio-visual means and resources

NEURO-LINGUISTIC PROGRAMMING (NLP)

Some of the things you will be able to do by the end of training:

- Discover the motivation of speaking partners
- Get rid of obstructive convictions
- Be at ease in all situations and keep full control over your faculties
- Discover how speaking partners think and what their strategies are
- Have specific tools that lead to concrete, effective results



MAKING THE MOST OF YOUR INTELLECTUAL POTENTIAL

Some of the things you will be able to do by the end of training:

- Increase your capacity to memorize
- Make your efforts yield results and read more quickly
- Find solutions to problems more quickly
- Develop your emotional intelligence
- Understand how your mind works in order to adapt positively to your environment

RECRUITING TECHNIQUES

Some of the things you will be able to do by the end of training:

- Define a recruiting strategy
- Draw up a job description and applicant profile
- Draw up a job advertisement
- Master interviewing techniques
- Search for a candidate through other means

INTERVIEWING TECHNIQUES

Some of the things you will be able to do by the end of training:

- Be effective in interview situations
- Seek the best possible information
- Obtain opinions on or interpretations of certain facts
- Structure an interview
- Analyse and evaluate the content

Sales Strategies

What makes an excellent sales professional?

To succeed, a sales professional must have a wide range of skills: be forward-looking, have a sense of strategy, tactics, and repartee, he must have the ability to answer objections, empathize and... close a sale.

Through numerous real-life situations, participants learn to recognize their strong and weak points.

They discover anchoring techniques that enable them to evolve rapidly.

Our in-depth methods will make them into skilful negotiators, aware of the strategies used by others.

With a full range of tools at their disposal, they will be able to conduct interviews as they wish and come out winning. By perfecting their know-how, they will greatly increase their pleasure in negotiating and achieve their objectives.

Excellence in negotiation?
It's a question of method and training.

Seminars

- Active Customer Management
- Sales Team Management
- Improving Selling Skills through Transactional Analysis
- Marketing action plans
- Neuro-Linguistic Programming for Selling Purposes
- Selling Techniques
- High-Level Negotiating Techniques
- Negotiating Techniques geared to Buyers
- International Negotiating Techniques
- Trade-Union Negotiating Techniques
- Telemarketing
- Account Management



ACTIVE CUSTOMER MANAGEMENT

Some of the things you will be able to do by the end of training:

- Think and act with a customer-oriented attitude
- Learn the codes of professionalism
- Increase service quality and customer relations
- Overcome difficult situations and tensions
- Seize opportunities with the customer

SALES TEAM MANAGEMENT

Some of the things you will be able to do by the end of training:

- Improve and boost team spirit
- Deal with conflict and tense situations
- Motivate your staff
- Be a coach for your team
- Control your team and the human dimension

IMPROVING SELLING SKILLS THROUGH TRANSACTIONAL ANALYSIS

Some of the things you will be able to do by the end of training:

- Master selling techniques through transactional analysis
- Overcome psychological obstacles encountered in selling
- Know yourself better in order to change for the better
- Know the buyer better
- Adapt to selling situations

MARKETING ACTION PLANS

Some of the things you will be able to do by the end of training:

- Know the marketing approach for optimal exploitation of the market
- Develop a new sales strategy and a new clientele
- Modify the behaviour of account managers.
- Rethink daily activities to make them more efficient
- Encourage personal commitment to objectives



NEURO-LINGUISTIC PROGRAMMING FOR SELLING PURPOSES

Some of the things you will be able to do by the end of training:

- Learn to sell using NLP techniques
- Adapt your behaviour to the customer
- Control the relationship
- Have a major advantage when dealing with the customer
- Find out what the customer wants

SELLING TECHNIQUES

Some of the things you will be able to do by the end of training:

- Know your own selling style and be prepared
- Use progressive techniques which lead to closing a sale
- Know how to answer objections
- Increase your self-confidence in selling situations
- Develop a new effective approach both in quality and quantity

HIGH-LEVEL NEGOTIATING TECHNIQUES

Some of the things you will be able to do by the end of training:

- Prepare for negotiations
- Select and master negotiating strategies and tactics
- Set out your argument skilfully
- Exercise and influence on others and know the mechanisms of influence
- Prevent manipulative tactics and games, and avoid traps

NEGOTIATING TECHNIQUES GEARED TO BUYERS

Some of the things you will be able to do by the end of training:

- Be aware of your negotiating style as a buyer
- Identify the kind of person you're facing
- Prepare to negotiate
- Use strategies
- Know the 13 techniques for bringing prices down



INTERNATIONAL NEGOTIATING TECHNIQUES

Some of the things you will be able to do by the end of training:

- Know how to negotiate with people of different nationality and from different cultures
- Be familiar with the negotiating techniques in different countries
- Use strategies
- Exercise an influence on others and know the mechanisms of influence
- Prevent manipulative tactics and games
- Develop a new approach

TRADE-UNION NEGOTIATING TECHNIQUES

Some of the things you will be able to do by the end of training:

- Identify the kind of person you're facing
- Know the techniques used by trade unionists
- Be aware of the strategies and tactics adopted, and thwart them
- Exercise an influence on others and know the mechanisms of influence
- Prevent manipulative tactics and games
- Know both management and workforce

TELEMARKETING

Some of the things you will be able to do by the end of training:

- Use new techniques for communicating over the telephone
- Prepare for telephone calls and follow them up
- Quickly identify the profile and potential of a customer
- Sell efficiently over the telephone
- Answer objections forcefully

ACCOUNT MANAGEMENT

Some of the things you will be able to do by the end of training:

- Manage and segment your customer's portfolio
- Classify speaking partners and adapt to them
- Analyse the needs of customers and provide advice
- Know and influence decision-making criteria
- Adapt your strategy according to the competition

Our consultants speak



Immediate take off

POINT OF DEPARTURE

An airline company had noticed some omissions in the training of their flight personnel – their communication and manner were not as good as they should be. Specifically, the company wanted their cabin crews to be trained in how to treat travellers in business class.

MY ROLE

I went on several flights with the airline, in business class, as an ordinary businessman. In this way I was able to take a close look at how the cabin crews behaved, and better understand the context in which they worked. Other Communication Center International consultants did likewise on other flights.

THE ROLE OF THE TEAM

This first stage enabled us to establish what the future trainees already knew and where they were lacking. Then, we refined our analysis through interviews with the crews, with passengers and with airline executives. We were thus able to design a training programme with specifically tailored exercises.

RESULTS

The best way of quantifying the results of our intervention was to gauge customer satisfaction, before and after the process. Not only have satisfaction ratings raised but also they have actually exceeded the average ratings for other companies in the group.

New style in the East

POINT OF DEPARTURE

A chain of shops established in Eastern Europe called upon Communication Center International. With the prospect of new member countries to the European Union, the chain wished to adapt to the b-to-b mentality and to the customer/results-oriented approach of western companies.

MY ROLE

As consultant in charge of the overall project, it seemed to me that our main line of approach should be to train managers at their central purchasing office in the different aspects of management, and in negotiating techniques in both purchasing and retailing. They're in the front line, and the actions they take often have a decisive effect on their company's profitability.

THE ROLE OF THE TEAM

The second stage consisted of training other levels of staff in these same subjects (which were very new for most of them) so that the chain as a whole operated in a unified way.

RESULTS

Results were quick to appear.

An improvement in profitability was noted very early on, as well as a better positioning in relation to suppliers.



to you

Structuring and changing

POINT OF DEPARTURE

Concerned to maintain its market position, a company in the high-tech sector had acquired eight other companies, spread throughout the Benelux countries. Our remit was to establish a common vision and mission.

MY ROLE

There were two areas of difficulty here. On the one hand, starting from a rather fragmented structure, the company had to assume a new profile. On the other hand, the human dimension had to be taken into account, with resistance to change, in particular, to be expected. I put together a team of training consultants who would be able to deal with both sides of the problem.

THE ROLE OF THE TEAM

Together with the company, we designed a long-term strategy based on a new communication plan. We defined roles and set objectives. Then, we drew up job descriptions. Having done this we suggested a process of change and a timetable. As change is not always easy, we also drew up a list of resistance factors.

RESULTS

Both the mission and vision were precisely defined. The new organization chart was put in place. Every conflict that arose as a result of organizational changes was observed and analysed by our training consultants. Lastly, we organized the new managers into teams.

A common language

POINT OF DEPARTURE

An industrial company had been in a quasi-monopoly position for a number of years. How was it to maintain its advantage over its competitors and improve its ability to react to situations?

MY ROLE

It became quickly apparent that training project leaders in project management was vital if they were to deal successfully with changes in the market. They weren't used to working as a team and function exceeding was almost non-existent. Lastly, from a technical point of view, they had to be provided with planning management tools.

THE ROLE OF THE TEAM

We suggested to apply project management at all levels and to train the staff in it. We were chosen for our practical approach. Groups made up of engineers, computer technicians and marketing professionals at several of the group's sites in Belgium, Brazil, Chile and the United States, were trained to use this development tool.

RESULTS

All the participants have mastered a practical method that yields positive results on a daily basis. The company now has working practices that enable all staff to talk a common language and to perform more efficiently. We've gained their trust, which means we can coach staff successfully when new projects are launched and also analyse strategic projects that are already under way.

Sectors we work in

Associations

Aviation

Bank and insurance

Breweries

Car Business

Construction

Cosmetics

Distribution

European Parliament

European Union

Fashion

Federal, regional and district government

Federations

Furniture

Glass

Higher education and post-graduate establishments in management

Catering

Tourism

Industry

Information technology

Intermunicipal organizations

Ministries

Petrochemicals

Petrol

Pharmaceutical and chemical companies

Photography

Plastics

Publishing, printing

Recruitment and selection

Research departments

Steel

Technology

The liberal professions

Transport

TV, video, electrical goods

Tyres

Water



Practical Information

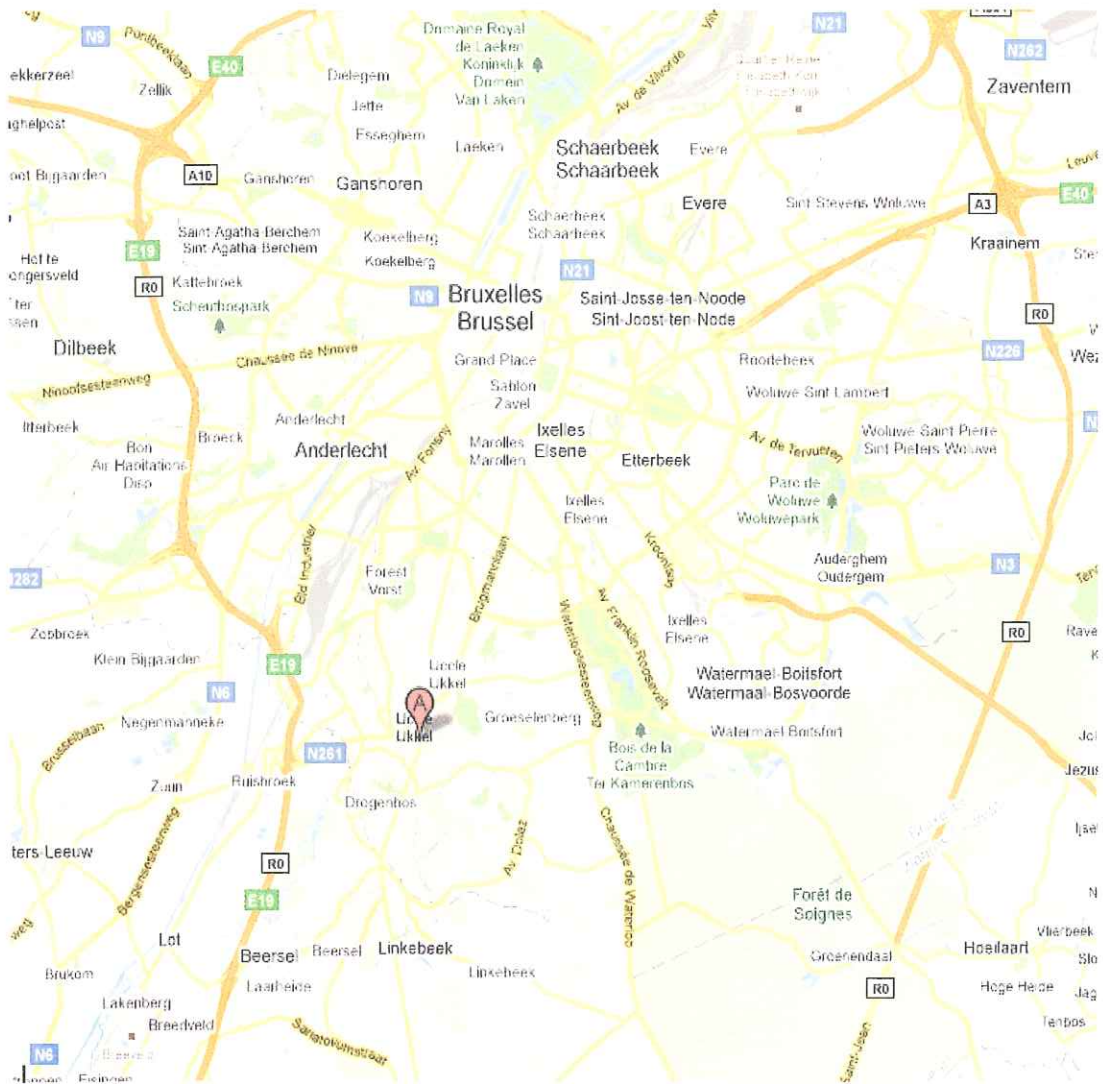
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Training courses are regularly held on an open basis (inter-company seminars). To find out exact dates, you can either visit our website or contact our consultants.

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