

The communication of a functional manager

GENERAL AIM OF THE TRAINING

To define the basis of corporate communication and to understand the goals of the project communication
To practice how to put in place the project communication plan and to practice daily animation
To understand how your team operates to unite it better around a project
To become aware of your way of operating and to develop your leadership

PROGRAMME

Project management communication: how to communicate about a company project?

- Corporate communication: methodology for analysis, reflection, and action
- Internal project communication: targets, project team, project meeting: methodology & tools – technical meetings, site meetings, internal meetings, meeting, project meeting minutes
- External project communication: targets, corporate communication, institutional communication

Project communication plan

- Phase 1: Preparation of the project
- Phase 2: Implementation of the project
- Phase 3: Project monitoring
- For the three phases: define the objectives, action, starting date, target group, message, media, issuer, frequency, material, and leader of the communication

The soft skills of the functional manager: how to federate your team around a company project?

- The fundamentals: clarification of the common project, creation of the synergy within the team, respect of social climate, orientation towards action, feedback culture, daily animation
- To develop your sense of leadership: taking initiatives: the steps of the decision-making process and the decision support tools, identifying and showcase everyone's talent within the group: TalentReview, collaboration and delegation, motivating and recognising the work of your collaborators: motivations and awareness, becoming a visionary leader: Anticipation, resilience, and acceptance
- Analysis and personalised action plan: Beck's column and self-confidence: analysis of problematic situations, linked emotions, automatic thoughts, alternative thoughts which allow a conscious implementation of leadership, anchoring of self-confidence: positive anchoring which allows to quickly regain the internal status of a leader.

TARGET AUDIENCE

Functional managers, general direction, senior executives, executive management committee, steering committee

PREREQUISITE

No degree or certificate required.

MODALITIES

Inter-company training:

Organisation: 4 to 8 participants.
Modality: online training.
Language: French.
Duration: 14 hours (2 days)
Dates: contact us.
Fees: €1,200 VAT not incl. per person
Accessibility: online training, accessible to people with disabilities.
Access time after registration: 1 month.
Educational means: Alternative theoretical and practical means with case studies and analysis tools.
Assessment: tests and quizzes throughout the training

Intra-company training:

Organisation: private or group course.
Modality: online training or on site of your company.
Language: French.
Duration: 14 hours (2 days)
Fees: contact us for a quote.
Accessibility: online training or on site in your company.
Accessible to people with disabilities. Please let us know.
Access time after registration: 1 month.
Educational means: Alternative theoretical and practical means with case studies and analysis tools.
Assessment: tests and quizzes throughout the training