During 2019 the below seminars took place:

Strategic Management of Learning & Development

- Duration: **76 hours (10 days)**
- Participation Dates: **27/11, 02/12, 03/12, 17/12, 18/12/2019, 14/01, 15/01, 24/02, 25/02, 09/03/2020**
- Application Deadline: **20/11/2019**
- Registration Deadline: **22/11/2019**

Overview and Scope: The Diploma in Strategic Management of Training and Development is an intensive executive program, addressing the needs, aspirations and challenges of the HR & Organizational Learning Community as well as of the organizational decision-makers of SMEs and aiming to empower them to strategically define, design and effectively manage their corporate Training & Development Units in such a way that Training & Development is directly related and linked with corporate values, culture and strategy.
Participation in the Program will offer participants a solid framework of theoretical and applicable knowledge that will enable them to:

- Transform, renew and adapt their Organization's/ company's Learning & Development Units to the challenges of the era of Disruptive Innovation
- To learn, to elaborate on and to utilize current global trends and practices in the field of Learning & Development
- Explore, identify and share solutions to current L&D challenges
- Run Training like a Business: Develop knowledge and competencies in order to effectively manage L&D departments and to operate as Business Partners to all Organizational Units
- To develop cutting –edge methods in order to be able to profoundly understand the operations of each organizational unit and to create effective learning paths for the executives of each department
- To understand, develop and advocate organizational learning as a core venue to achieve strategic results.

This pioneer program nurtures a learning context where academic excellence and corporate wisdom converge in order to provide a holistic up-to-date view of Learning & Development.
Content and Flow: Learning will be orchestrated and achieved through a combination and blend of research-based knowledge, practical expertise and corporate wisdom.

- Gamification & Playfulness: The Program will include exclusive interactive games.
- Team Projects and Assignments: Encouraging collaborative learning and fostering an environment in which participants will bring their individual value to the team, through an exchange of ideas, tools and practices and a co-creation of knowledge.
- Customized cases and focused examples.
- A context for reflective learning

Themes:

- Embracing a Learning Agility Mindset

- The Strategic Role of Learning & Development in Organizations
- Running Training like a Business
- Integrating the Training Experience
- Learning Through Disruption: Agile & Scrum as L&D capital
- Composing, Understanding & Diffusing the value of Strategic Learning

Participant profile

- HR Directors & Senior Learning Executives, seeking to address business challenges and organizational results through Learning & Development
- HR Executives of organizations/companies interested to pursue expertise in the fields of learning, talent management, management development, state-of-the art learning propositions and corporate academies/universities.
- CEOs, GMs of SMEs that wish to invest on learning and development in order to assist their organizations to achieve strategic results.

Sales Effectiveness Program, Managing and Developing Teams

- Duration: **40 hours (5 days)**
- Participation Dates: **14/10, 15/10, 30/10, 11/11, 12/11/2019**
- Application Deadline: **5 October, 2019**
- Registration Deadline: 7 **October,2019**

Overview and Scope : This program focuses on the competencies and the techniques that are connected to sales effectiveness as well as to the creation and dissemination of a shared organizational and corporate culture that aims at building trust with the Customer.
The programs aspires to empower participants to :

- Identify opportunities for sales
- Understand and manage the structure of routine discussions
- Extract information that are useful for themselves and their teams
- Create a shared culture, approach and terminology about sales
- Effectively manage demanding situations and challenges
- Train and develop their teams

Content and Flow : Through the use of interactive, collaborative and hands –on learning, role plays and case studies, participants will have the opportunity to:

- integrate sales techniques (rather than memorizing tips for sales effectiveness)
- boost self-confidence, through practicing with real data and products
- improve flexibility in communication
- disseminate knowledge to the entire sales team
- create a shared sales strategy
- contribute to the increase of sales effectiveness
- understand and engage in cross-selling

Participant profile:

- Sales representatives
- Sales Managers
- Sales Directors

Customer Journey & Corporate Transformation: Digital Selling

- Duration: **36 hours (12 sessions)**
- Participation Dates: **July 2, 3, 4, 9, 10, 11, 16, 17, 18, 23, 24, 25, 2019**
- Application Deadline: **June 28, 2019**
- Registration Deadline: **July 1, 2019**

Overview and Scope : Digital selling is about using social media platforms (social selling), as well as a variety of other digital tools, and processes, to sell and ultimately drive revenue. The Digital Selling Seminar has been designed to empower participants acquire skills and competencies in order to prepare themselves and their companies to design effective and successful digital selling strategies. Throughout the program, participants will be exposed to current trends, best practices and tools for cutting edge digital selling tactics.

Content and Flow : Through a blend of interactive lectures, practical sessions and discussions, participants will explore how to maximize their skills and their results by using and combining powerful digital tools. The program addresses the following key areas:

- Implementing and managing search campaigns
- Analyzing and resolving the challenges within the digital business world
- Using digital tactics to build the brand and developing meaningful relationships with potential and existing buyers
- Using digital tools to drive sales opportunities
- Developing an action plan for digital sales effectiveness with a coherent structure and necessary resources

Participant profile

- Sales professionals that need to understand the value, operations and tactics of digital selling
- Small business owners and managers that wish to use digital selling as a powerful selling tool

Negotiations

- Duration: **16 hours (2 days)**
- Participation Dates: **July 9-10, 2019**
- Application Deadline: **July 3, 2019**

- Registration Deadline: **July 5, 2019**

Overview and Scope : The Negotiations Seminar, aims at empowering participants with the tools, the competencies, the techniques and the mindset that will allow them to achieve optimum results in the negotiations contexts and challenges that they face, and improve their negotiations results, both in their personal and in their professional lives

Content and Flow: The content provides a blend of cutting edge theory, practical knowledge, role plays and interactive exercises that evolve in a collaborative context that boosts self-awareness, feedback and reflection and assists participants to think about negotiation preparation and strategy in an organized way.

Participant profile

- Corporate executives that conduct negotiations within and outside their Organization
- Functional experts across seniority levels and industries: sales, marketing, exports, supply chain, finance, mergers and acquisitions
- Entrepreneurs

Positivity & Resilience in Organizations

- Duration: **16 hours (2 days)**
- Participation Dates: **June 5 & 7, 2019**
- Application Deadline: **June 01, 2019**
- Registration Deadline: **June 03, 2019**

Overview and Scope: The Positivity & Resilience Seminar focuses on the skills, competencies, behaviors and practices that are connected with organizational and personal resilience and aims at empowering both corporations and employees in order to effectively address the challenges in the era of uncertainty. The seminar unfolds around personal resilience, organizational resilience and entrepreneurial resilience and aspires to assist participants build a mindset that will boost positive competencies and character strengths, such as optimism, flexibility, adaptability, creativity, empathy, management of risk and uncertainty and to build positive impact for themselves and their organizations.

Content and Flow: Through a blend of research based theory, practical knowledge, role plays, storytelling and interactive exercises that evolve in a context of trust, the seminar will evolve around the following themes:

- The benefits of positivity
- Building positivity and resilience in Organizations
- Utilizing personal strengths for positive outcomes
- Positive leadership and positive organizational culture
- Developing positive competencies for the era of disruption

Participant profile

- Managers that wish to apply the principles of positive leadership in their Organization and their team.
- Executives across functions, seniority levels and industries that wish to develop a positive mindset in their personal and professional life

- Entrepreneurs that aspire to develop a culture of resilience and innovation within their enterprise

Human Resources Management

- Duration: **16 hours (2 days)**
- Participation Dates: **May 29-30 2019**
- Application Deadline: **May 20, 2019**
- Registration Deadline: **May 22, 2019**

Overview and Scope : The HRM Seminar aims at empowering participants with cutting-edge knowledge, methods, techniques and competencies for effective human resources management. The program also aspires to guide participants through contemporary notions and concepts of Organizational Behavior and assist them to connect theory with emerging situations and challenges in their organizational settings.

Content and Flow : Through a blend research based knowledge, academic theory, case studies, action learning and collaborative learning, participants will have the opportunity to share knowledge, develop competencies, work on mini projects and understand how to utilize and apply knowledge in their Organization.

The seminar addresses the following key areas:

- Managing Human Resources: Planning & Organizing, Attracting & Developing Talent, Performance Management
- Managing Teams: Team Effectiveness, Conflict Management, Team Resilience, Team Evaluation
- Motivation: Motivation Theories, Psychological Contracts, Empowerment & Engagement
- Organizational Culture: Elements and Dimensions of Organizational Culture
- Leadership & Decision-Making: Leadership Theories, Leadership Development, Leadership Transitions, Decision Making in Uncertainty

Participant profile :

- Executives that have recently acquired management positions and need to utilize the basic principles and pillars of HRM and Organizational Behavior in their work
- Newly appointed managers that wish to connect theory with practice and to develop team management skills and competencies
- Entry level executives and junior executives that are interested in pursuing a career in HRM
- SMEs owners and entrepreneurs that wish to master basic knowledge in Human Resources Management and People Management

Digital Transformation Strategies |Website & E-shop Management

- Duration: **30 hours (8 days)**
- Participation Dates: **May 14, 15, 17, 21, 22, 24, 28, 29, 2019**
- Application Deadline: **May 10, 2019**
- Registration Deadline: **May 13, 2019**

Overview and Scope: This workshop has been designed to help participants understand how to create all kinds of commercial websites, ranging from simple company blogs to corporate websites & robust e-shops. The course has been designed to suit the wide range of needs as well as the wide range of budget, of beginners and aims at guiding participants through the main aspects, elements and stages of effective web-site and e-shop management.

Content and Flow : Through a blend of cutting edge practices, latest trends and contemporary tactics, tips and practices, tha program evolves around two main pillars:
The first part of the workshop focuses on the basic principles of creating a Business Website and provides a step by step guide to build a professional website or blog with WordPress.
 The second part of the course focuses on the process and the operations connected with creating an E-Shop and aims at introducing participants to the world of e-commerce and the available platforms. This part will also provide a demonstration of how an e-shop looks like on the front and back-end and will refer to all practical aspects of building a professional B2C or B2B e-commerce store.

Participant profile : Owners and / or executives of companies that wish to upgrade their current commercial activity through the development of a web site and the creation of an e-shop.

Building a culture of Trust in the Workplace

- Duration: **8 hours (1 day)**
- Participation Dates: **May 15 2019**
- Application Deadline: **May 10, 2019**
- adline: **May 13, 2019**

Overview and Scope : This interactive workshop aspires to energize participants to collaboratively analyze their company's culture, to explore their Organization's specific needs, to share practices and policies that are more suitable for their Organizations and to compose their immediate action plan that will assist them to gradually improve their company's work climate. In a Business *Un*usual approach, participants become 'instructors' and generate new knowledge for their co-learners, they evaluate their organizational practices, explore opportunities and challenges, learn about new practices, share new ideas, discuss the implementation of new practices and they prepare themselves in order to design and implement their action plan with their teams.

Content and Flow : Through a blend of practical knowledge, organizational wisdom, best practices, , storytelling and interactive exercises that evolve in a context of trust and knowledge sharing, the workshop will evolve around the following themes:

- The basic axes and elements of a good work climate
- Exploring and identifying corporate values
- Building a values questionnaire for our company
- Sharing practices and policies
- Building trust, communication, camaraderie, employer branding and respect

- The benefits of a good work climate
- Measuring the work climate

Participant profile :

- Human Resources Directors, Human Resources Managers and Human Resources Executives that wish to expand their knowledge on workplace practices and work climate strategies
- Organizational leaders that wish to reflect on their company's values
- CSR Executives

Women in Leadership Program

- Duration: **20 hours (Learning Conference: 1 Day plus three 4 hour modules = 12 hrs)**
- Participation Dates:
  - Leading through Disruption Conference: **March 13, 2019**
  - Women in Leadership Training Module 1: **March 18, 2019**, 09:00 – 13:00, Group I, 14:00 – 18:00, Group II and **March 19, 2019**, 09:00 – 13:00, Group III, 14:00 – 18:00, Group IV
  - Women in Leadership Training Module 2: **April 1, 2019**, 09:00 – 13:00, Group I, 14:00 – 18:00, Group II and **April 2**, 2019, 09:00 – 13:00, Group I, 14:00 – 18:00, Group IV
  - Women in Leadership Training Module 3: **April 15, 2019**, 09:00 – 13:00, Group I, 14:00 – 18:00, Group II and **April 16, 2019**, 09:00 – 13:00, Group I, 14:00 – 18:00, Group II
- Application Deadline: **February 28, 2019**
- Registration Deadline: **March 01, 2019, on a 'first- come- first- serve basis'**

Overview and Scope : This cutting-edge, innovative network learning program, designed exclusively for female managers, aims at empowering women to:

- Improve performance: matching competencies with experience in order to lead more effectively.
- Unleash potential to prepare for senior management roles and positions and effectively deal with leadership transitions.
- Master soft skills & competencies.
- Understand Digitalization & Navigating teams and organizations in the era of Disruption.
- Become a competitive advantage for Greek corporations and the Greek corporate Community.
- Build and support a network of women in leadership, as mentors, role models and mentees.
- Value network learning as a path to development and success.

Content and Flow: The Program begins with a Network Learning Conference that focuses on contemporary leadership skills and competencies for the era of Disruption. This learning event will aim at offering the entire group the opportunity to meet each other, to begin

mapping and weaving their women in leadership community and network, and to blend cutting edge knowledge on disruption – related issues and challenges with interactive discussion. The program continues with three 4-hour modules that unfold around the themes of leadership challenges and transitions, leadership styles and authentic leadership.

Participant profile

- Middle - upper middle executive woman in business, or the non for profit sector
- Functional experts in the stage of a current or future leadership transition
- Aspiring to become agents of transformation, sustainability and success in the era of disruption
- Women leaders, willing to support and to inspire each other