

For the period **January - December 2020** the below seminars took place:

Human Resources Management

- Mode of delivery: **The Program is delivered remotely via synchronous learning**
- Duration: **16 hours (4 days)**
- Participation Dates: **7/12, 8/12, 14/12, 15/12/2020/9:30-13:30**
- Application Deadline: **3/12/2020**
- Registration Deadline: **4/12/2020**

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

Negotiations

- Mode of delivery: **The Program is delivered remotely via synchronous learning**
- Duration: **16 hours (4 days)**
- Participation Dates: **19/11, 20/11, 26/11, 27/11/2020//9:30-13:30**
- Application Deadline: **17/11 2020**
- Registration Deadline: **18/11/2020**

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

Strategic Management of Learning & Development

- Mode of delivery: **The Program is delivered remotely via synchronous learning**
- Duration: **76 hours (15 days)**
- Participation Dates: **15/9, 16/9, 17/9, 28/9, 29/9, 30/9, 12/10, 13/10, 20/10, 22/10, 23/10, 2/11, 3/11, 9/11, 18/11/ 2020 // 9:30-13:30/9:30-15:30**
- Application Deadline: **10/9/2020**
- Registration Deadline: **11/9/2020**

Overview and Scope: The Alba 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, as well as new disruptive conditions and challenges, including the covid 19 related disruption.

- 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 especially in periods of uncertainty and flux.

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 Sales Teams

- Mode of delivery: **The Program is delivered remotely via synchronous learning**
- Duration: **40 hours (8 days)**

- Participation Dates: **6/10, 7/10, 26/10, 27/10, 12/11, 13/11, 26/11, 27/11/2020 // 14:30-19:30**
- Application Deadline: **30/9/2020**
- Registration Deadline: **1/10/2020**

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, including COVID-19 related disruption
- 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
- develop agility and adaptability through periods of uncertainty and flux
- 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

Mastering Negotiations

- Mode of delivery: **The seminar is delivered remotely via synchronous learning**
- Duration: **24 hours (4 days)**
- Participation Dates: **8, 9, 13, 20/7/ 2020**
- Application Deadline: **6/7/2020**
- Registration Deadline: **7/7/2020**

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 complex 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 in order to boost their persuasion and impact and to co-create an organizational culture that promotes effective and ethical negotiations.

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 and SME owners

Women in Mentoring

- Mode of delivery: **The Program is delivered remotely via synchronous learning**
- Duration: **48 hours**
- Participation Dates: **16, 18, 23, 25, 30/6/20 & 2, 7, 9, 14, 16, 21, 23/7/2020**
- Application Deadline: **10/06/2020**
- Registration Deadline: **11/06/2020**

Overview and Scope : This program is aimed at women executives at different stages in their career, from mature professionals seeking to impart experience and knowledge down the line to millennial employees seeking to disseminate innovate trends throughout the organization. The course will cover being a mentor and mentee in equal measure. Mentoring is something that we do continuously, and this program will enable individuals to establish these activities on a more formal basis within the organization. The course has been designed to reflect the current challenges in this COVID-19 period with regard to mentoring in a virtual work environment.

The program aspires to deliver benefits at two levels.

- The first level aims at offering additional values and capitalizing on the learning journeys of the Alba – SEV Women in Leadership Series by:
 - Re-Connecting learners in order to re-learn together, share their stories and exchange perspectives on how they have utilized their knowledge.
 - Embracing mentoring as a shared learning process in order to build influence and unlock potential.
 - Boosting a supportive environment via, inspiration from role models and creating a community with a sense of belonging and the readiness to mutually support each other..
- The second level relates to daily practice and the opportunity to enhance one's ability to learn new mentoring skills and extend existing approaches that an executive is using. The benefits of focusing on the dual role of mentor/mentee are as follows:
 - Being more adaptable to changing goals more quickly and so that they conform with strategic objectives of the organization
 - Being able to build networks of expertise within the organization that can more effectively share knowledge

Content and Flow : This innovative course is based on cutting-edge research already being produced by members of the academic team who are shaping their respective fields in collaboration with colleagues around the world. Through a blend of theory, actionable knowledge and experiential cases, participants will examine how a mentor/mentee can best work with an individual in the context of their organisational system and will develop their own practice as a mentor/mentee. The program will also address COVID related issues and challenges. COVID-19 pandemic has resulted in more virtual working, thus the course will pay special attention to online mentoring. The program also provides one-to-one supervision throughout the programme to help participants reflect on their personal development and gauge the effectiveness and ethics of their work.

Participant profile : This specialist executive development program is for

- women executives who want to become capable, confident, professional and ethical mentors
- women managers, executives and directors seeking to introduce Mentoring into their sphere of influence.

Managing Team Dynamics

- Mode of delivery: **The seminar is delivered remotely via synchronous learning**
- Duration: **16 hours**
- Participation Dates: **25, 26 & 27/05/2020**
- Application Deadline: **22/05/2020**
- Registration Deadline: **22/05/2020**

Overview and Scope : This 16 hour program is addressed to participants who lead teams and different approaches and stimuli in order to provide an in depth understanding of group dynamics: The processes –conscious & unconscious – that unfold within groups, the life stages of groups, the interactions between group members and the roles and positions that group members adopt. The main goal of this program is to offer the leader the necessary reflexive & leadership tools with which to monitor, understand, positively influence and enable groups to flourish.

The program includes a powerful ‘Real life component’ derived from the experience and real life examples of group life, brought by our participants and our instructors!

Content and Flow : The program evolves along the following themes:

- Situational Leadership
- Authentic Leadership
- Group Dynamics Theory
- Linking Group Dynamics Theory with The Situational Leadership model
- Role birth and role development within teams
- Empathy: Use of language & Empathetic listening
- Storytelling as a powerful leadership tool

Participant profile

- Executives that lead and manage teams
- SME owners and leaders that manage their Organizations and their teams

Manager as Coach Seminar

- Mode of delivery: **The seminar is delivered remotely via synchronous learning**
- Duration: **8 hours**
- Participation Dates: **12 & 14/05/2020**
- Application Deadline: **10/05/2020**
- Registration Deadline: **11/05/2020**

Overview and Scope : This 8 hour coaching course explores the role of 'lead and coach' and provides a concrete framework, tools and methodologies on how to lead as coach, by developing and empowering people. We will work on the essential coaching skills, on a coaching model which provide a step by step coaching discussion, and on exercises which will give participants a deeper perspective of coaching. A core aim of the seminar is that from the next day managers will be able to reflect on their role, to adopt a coaching approach as leader and to implement specific actions.

Content and Flow : The course combines theory, tools, interactive exercises, games and role playing in order to address the following themes:

- Qualities and skills of a great leader
- What is coaching & mentoring
- Essential Coaching skills
- The art of active listening and questioning
- Giving and receiving feedback
- Empathy
- Coaching methodology and tools

Participant profile

- Executives that lead and manager teams
- SME owners and leaders that manager their Organizations and their teams

Sales Effectiveness Program, Managing and Developing Teams

- Mode of delivery: **The program is delivered remotely via synchronous learning.**
- Duration: **40 hours (8 days)**
- Participation Dates: **4, 5, 18, 19, 25, 26, 28, 29/05/2020**
- Application Deadline: **2 May 2020**
- Registration Deadline: **3 May 2020**

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

Women in Leadership

- Duration: **20 hours (Learning Conference: 1 Day plus three 4 hour modules = 12 hrs)**
- Participation Dates:
 - Conference: Agile Learning and Positivity: **March 11, 2020**
 - Women in Leadership Training Module I: **March 26, 2020**, 09:00 – 13:00, Group I, 14:00-18:00, Group II and **March 27, 2020**, 09:00 – 13:00, Group III, 14:00 – 18:00, Group IV
 - Women in Leadership Training Module II: **April 7, 2020**, 09:00 – 13:00, Group I, 14:00 – 18:00, Group II and **April 8, 2020**, 09:00 – 13:00, Group III, 14:00 – 18:00, Group IV
 - Women in Leadership Training Module III: **April 27, 2020**, 09:00 – 13:00, Group I, 14:00 – 18:00, Group II and **April 28, 2020**, 09:00 – 13:00, Group III, 14:00 – 18:00, Group IV
- Application Deadline: **March 04, 2020**
- Registration Deadline: **March 06, 2020, on a ‘first- come- first- serve basis’**

Overview and Scope: This pioneer program which was launched for the first time to Greek business community by Alba and SEV in 2014, is a women-only program, addressed exclusively to women executives that manage teams and / or that are currently facing the challenges of a leadership transition. The Program aspires to empower women in order 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 & navigate 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 and pursue continuous learning as a path to development and success

Content and Flow: Through a blend of cutting - edge theory, practical wisdom, role plays, storytelling, story sharing and team learning, participants will have the opportunity to understand the current management and leadership challenges connected with the Era of Digitalization, to develop contemporary skills and competencies for effective leadership and to co-create a mindset that will assist them to boost trust, influence and impact and to explore the values and the personal strengths connected with Authentic Leadership. The program begins with a learning conference, addressed to the entire participating group, in order to boost networking and network learning and continues with three dedicated group sessions that are addressed to smaller group of participants and offer women the paths for collaborative and actionable learning

Participant profile

- Middle level women executives that manage teams.
- Women executives undergoing a leadership transition: newly appointed managers or managers of new teams.
- Female entrepreneurs, wishing to develop competencies for leadership effectiveness.

Advanced Negotiations

- Duration: **20 hours (2,5 days)**
- Participation Dates: **24/2, 25/2, 26/2/2020**
- Application Deadline: **February 18, 2020**
- Registration Deadline: **February 20, 2020**

Overview and Scope : The Advanced Negotiations Seminar builds on the knowledge of the 'Negotiations' seminar and composes in depth, a mindset and an approach on Negotiations. By utilizing a blend of role plays with collaborative learning, theoretical analysis and reflective discussion, participants will be able to develop the ability to:

- Successfully respond to demanding and complex negotiations contexts.
- Develop influence, impact and persuasiveness
- Contribute to the achievement of a creative, ethical and sustainable result
- Co-create an ethical and effective negotiating culture for the Organization and Industry

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 not only to think about negotiation and strategy, but also to create a shared mindset of negotiations within their teams and organization, that boosts effectiveness, impact, influence and integrity.

Participant profile :

- Corporate Executives of diverse functions and industries, whose role includes negotiating on a frequent basis. (within or outside the Organization)
- Executives and professional of industries such as sales, marketing, exports, supply chain, finance, entrepreneurship, M&As, with a solid experience in Negotiations
- Executives that have already successfully participated in the Negotiations Seminar, offered by the SEV Learning Series Initiative

Positivity & Resilience in Organizations

- Duration: **16 hours (2 days)**
- Participation Dates: **10/2 & 14/2/2020**
- Application Deadline: **February 06, 2020**
- Registration Deadline: **February 08, 2020**

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 Resource Management

- Duration: **16 hours (2 days)**
- Participation Dates: **5/2 & 6/2/2020**
- Application Deadline: **January 31, 2020**
- Registration Deadline: **February 3, 2020**

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