

THE HUMAN FACTOR IN BUSINESS

Master personality types and crosscultural preferences
to drive business with stronger efficiency

EXPERT



MR. FRÉDÉRIC AUNIS

Mr. Aunis graduated from Rouen Business School and CEDEP (INSEAD Campus).

He is a coach in negotiation, inter-cultural and inter-generational management in organizations and operational teams.

Mr. Aunis is a speaker and lecturer at EM Lyon, ESCP-SEM, as well as in the Executive cycles of HR Management in ESSEC and the University of Dauphine. He has conducted a number of strategic consulting and business development in retail (Japan, China, South Korea, India, South Africa, France, Italy, Great Europe).

AUDIENCE

- Steering Committee
- Operational Managers, including middle management and proximity managers
- Commercial Teams (sales, telemarketing, customer service,)

DURATION

2 days (9 AM – 5 PM)

DATE

9th-10th of May 2013

LANGUAGE

English

OBJECTIVES

- Participants will be able to develop their self awareness on personality types, culture and their impact on management and business relations.
Participants will train on self-regulation in different types of business situations.
- The combination of operational insights and tools with key concepts made easy to understand and digest will procure basis for a genuine operational change in the days, weeks, months following the seminar.

PREREQUISITE

Prewrite on self-awareness sent 10 days prior to seminar

METHODOLOGY

Interactivity based on individual & group self awareness exercises & creative workshops to enhance personalized solutions, benchmark on key situations highlighting the human factor at stake, videos, visuals, storytelling.

PROGRAM

DAY 1

- Defining the human factor in management & sales
- Defining the personal identity through 4 colors personality types & culture preferences
- Self assessment on one's personality type
- Role plays around key management
- Key learning on one to one relations or team facilitation
- Key insight on Managing one's self in professional situations

DAY 2

- Key issues in critical or crisis situations
- Mastering the 5C personal strategy in a crisis negotiation or management relation
- The rules & tools of assertivity in a crisis negotiation or management relation
- Role plays around typical management or sales crisis relations
- Key issues in remote teams: distance, technologies, power distance & communication in project teams or international teams
- The key learnings of successful remote teams
- How to prepare & negotiate management & communication protocols in remote teams