



SCANDINAVIAN ACADEMY
For Training and Development

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Course: The Professional Competent Manager

Code	City	Hotel	Start	End	Price	Language - Hours
MT-249	Casablanca (Morocco)	Hotel Meeting Room	2026-11-08	2026-11-12	3950 €	En - 25

Introduction

This comprehensive development programme will give you the tools and skills you will need to manage your team and be a Competent Manager covering all aspects of modern management, this is your opportunity to learn and practice a whole range of tried and tested and cutting edge techniques for managing people. You will leave the seminar with added confidence to get the very best out of your team and manage in a way that will motivate and inspire your team to achieve greater results and work in a more productive way. By using the techniques learned on this course you will soon be seen within your organisation as a Competent Manager

In this seminar, you will:

- Identify the key skills and competencies required by a competent professional
- Effective ways of managing performance for you and your team
- Strategies for negotiating, influencing and persuading those you work with
- How to turn around undisciplined employees
- How to create a culture of personal responsibility

Objectives

By the end of this programme you will be able to:

- Develop their understanding of the skills and competencies required by the competent manager



- Develop an understanding of different approaches to management, including leadership styles
- Learn how to performance manage teams and individuals
- Understand how to manage and develop teams
- Consider the role of negotiation, influencing and persuasion for the competent manager
- Plan your own continuous professional development

Organisational Impact

- Highly trained and motivated managers who will be able to raise performance standards and morale of their staff and colleagues
- Improved leadership, supervisory and management skills
- Improved productivity of the workforce
- Improved inter-team working
- More effective, efficient and successful teams and individuals
- Improved staff performance through continual personal development

Personal Impact

As a direct result of attending this course you will:

- Be able to identify the appropriate management model to improve individual and team performances
- Be able to create and monitor a continual personal development plan for yourself and your staff
- Have the necessary skills to be able to establish clear and concise goals for the organization, department and employees
- Be confident to plan and manage coaching sessions effectively
- Gain a greater understanding of highly effective management tools
- Develop the ability to motivate and develop your staff



Training Methodology

The seminar is carefully designed to address all styles of learning and to engage participants fully. Lectures, videos and discussions are either preceded or followed by powerful individual or group exercises. These exercises provide opportunities for personal participation in real situations, where delegates will be able to examine their own working practices and experiment with new ones, within the safe environment of the training room. Delegates will also learn from the experiences of other delegates who come from a variety of multi-disciplinary departments and organizations. This process makes training fun filled, fast-paced, challenging and empowering.

SEMINAR OUTLINE

DAY 1 : Seminar introduction and objectives

- Reviewing the role of the competent manager
- Identifying the skills and competencies required by the role
- Understanding how management has to adapt to culture
- The new business reality and its impact on managers
- Building a professional development plan
- Creating business culture within our team
- Creating minimum behavioural standards
- Risk, reward, and motivation

DAY 2 : Establishing the difference between management and leadership

- Reviewing alternative approaches to management
- Establishing your own leadership and management style
- Identifying the impact your leadership and management style has on your team
- Learning that personality styles and assigning responsibility are linked
- Understanding the mindset of your staff



- How to run effective team meetings
- How to hold performance improvement meeting
- Time management

DAY 3 : Understanding the performance management cycle

- Identifying and agreeing individual and team objectives
- Ensuring everything is in place for excellent performance
- Monitoring performance
- Reviewing performance and giving feedback
- Effective questioning techniques
- Silent coaching to improve individual performance
- Listening a managers greatest weapon
- 4 quadrant model of motivation

DAY 4 : Identifying stages of team development

- Understanding the difference between a group and a team
- Different team roles and their contribution to a successful team
- Identifying and planning effective team development
- How to present our ideas to the team
- Communication tools for managers
- The relationship bank account
- Deposits and withdrawals
- Creating a culture of recognition
- The recognition formula

DAY 5 : Negotiation styles and when they might be appropriate

- Influencing your line manager, colleagues and customer
- Identifying appropriate opportunities and strategies for persuasion.
- Negotiation secrets to help you win
- Letting the other person Save face



- Case study of elite negotiators
- Continuing development schedule
- Readers are leaders



The Scandinavian Academy for Training and Development adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant will receive comprehensive training materials, including theoretical content, practical exercises, and supporting resources, provided in both printed and digital formats. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training and Development.

Program Timings:

- 9:00 AM to 2:00 PM in Arab cities.
- 10:00 AM to 3:00 PM in European and Asian cities.

The program includes:

- A daily Coffee Break provided during the sessions to ensure participants comfort.