



“Training to create value”

The program is designed for those who occupy a management position or those who report directly to managers of organizations.

Objetives of the program:

- To develop managerial competencies.
- To obtain a comprehensive vision of the company, the processes, and activities that contributes in an important manner to creating value.
- To develop the capacity for analysis of problems and opportunities in order to make effective and timely decisions.
- To facilitate the effective exercise of an individual's command through leadership and teamwork.
- Enhance harmony and synergy between work and family.

Duration:

- 196 hours





PCG

Management
Competencies
Improvement

Topics:

- Presentation of the program and the participants.
- The middle management.
- The Case Method.
- Management competencies.
- The company and its social environment.

SEMINAR: Anthropology and ethics.

- Marketing in a changing world
- The individual and his motivations.
- Operational work and directive work

SEMINAR: Effective communication.

- Process direction.
- Economic, political, and social environment of the decision making.
- Work and family.

SEMINAR: Team Work.

- Development of the strategy.
- Consumer Behavior
- The function of personnel

SEMINAR: The own command style and leadership capability.

- Emotional maturity and ability
- The financial information
- The commercial process

SEMINAR: The direction of my staff

- Production, delivery of products and services
- Project Management.
- The education of sons and daughters
- Family trust formation

- Behavior feedback

SEMINAR:

- Ethics for Directors
- Operating profit
- Logistics and operations planning
- Talent Identification
- Talent Development
- Financial analysis

SEMINAR: Negotiation.

- Performance evaluation
- Working Capital Management
- Coaching
- Creativity and innovation

SEMINAR: Balanced scorecard and Business game

- Advertising, communications and public relationship
- Change management
- The sales force
- Career life plan
- Value systems in the family



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www.icami.mx


01 800 00 ICAMI (42264) 

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