



Arizona Innovative Solutions Group
2008 Workshops' Catalog

Agenda

- Management and Leadership Workshops
 - The 7 Habits of Highly Effective People®
 - Focus: Achieving Your Highest Priority
 - Leadership: Great Leaders, Great Team, Great Results
 - Effective Presentation Skills
 - Effective Management and Leadership Skills
 - Effective Negotiation Skills
 - Supervising Essentials
 - Organization Strategic Management
 - Total Quality Management (TQM) & Six Sigma (6σ)
 - Program/Project Management

- Sales and Marketing Workshops
 - Sales and Marketing Fundamentals
 - Marketing
 - Public Relations
 - Sales Management



Management and Leadership Workshops




The 7 Habits of Highly Effective People®

The 7 Habits workshop helps participants learn how to improve performance and results by pulling together at the highest levels of effectiveness and teamwork.

- Break ineffective behaviors and tendencies
- Create high levels of trust, unity, and synergy
- Develop strong, interdependent relationships
- Take initiative and responsibility
- Focus on key priorities
- Build Win-Win business relationships
- Communicate effectively
- Value diversity
- Practice continuous improvement





Discover why The 7 Habits® has been called "the World's Leading Effectiveness Process."



Maybe you've heard about *The 7 Habits of Highly Effective People*—the best-selling business book of all time. Now you have a chance to implement The 7 Habits in your life by attending an exciting three-day workshop based on the powerful book.

The 7 Habits workshop is the most dynamic training for personal and professional effectiveness ever developed. You'll experience a powerful life transformation that fosters greater productivity, increased influence in key relationships, stronger team unity, and complete life balance.

During the workshop, you'll experience interactive exercises, case studies, and poignant video segments, and learn from the experiences of other participants.



Focus: Achieving Your Highest Priority

Focus: Achieving Your Highest Priorities is the workshop where you learn how to execute critical priorities, increase your value to your organization, and enjoy greater job satisfaction whatever your current responsibility or how stressed and packed you find your daily schedule.

- Focus on the highest priorities.
- Apply a goal-setting process that gets results.
- Stay focused every day with a reliable system to help make the most of your time.
- Achieve balance and renewal in your life so that you can avoid burnout and cycles of frustration.
- Apply technology tips and best practices to manage information.
- Gain control of the competing demands on your time, email, voice mail, meetings, and interruptions.
- Generate self-confidence and renewed energy in your professional and personal life.



Learn How to Stay Focused on the Big Picture and Achieve Your Personal and Professional Goals



FOCUS
ACHIEVING YOUR HIGHEST PRIORITIES

It's not the people who simply get things done who move their organizations forward. It's the people who never lose sight of the big picture and who know how to focus on the most important goals.

In one day, six powerful workshops will help you learn how to:

• Identify and focus on your top priorities	• Use cause-and-effect analysis
• Get more of the right things done in less time	• Take control of incoming information
• Set guiding goals	• Renew your enthusiasm
• Manage information better	• Energize and control your days

While at the workshop you'll receive your own Franklin Planner.

Simple to learn, flexible, and proven to work, the Franklin Planner helps you determine how to spend your time and energy, and successfully balance all the demands on your life—personal and professional.

FranklinCovey 



Leadership: Great Leaders, Great Team, Great Results

This is a leadership-development program designed to help leaders unleash the highest talents and contributions of their teams towards the most important priorities of the organization. This program is a blending of the “heart” of leadership with and the hard edge of execution; it is a unique balance of head and heart, of soft skills and hard skills.

- What is Leadership’s value proposition—the “big customer promise?”
- What problems can Leadership help clients solve?
- What opportunities can Leadership help clients exploit?
- Why can Leadership deliver on that promise?
- What are the key benefits Leadership brings to clients?
- What participant materials are included in the Leadership program?

Latest Workshop From
 FranklinCovey



Effective Presentation Skills

Effective Presentation Skills workshop helps you become more effective communicator; it allows you speak with more confidence and deliver a better message while motivating the audience and keeping them connected through using verbal and non-verbal techniques to persuade your them.

- Types of presentations
- Strategies for defining your audience
- Preparing your content
- Using visuals
- Exceptional presenter
- Presentation environment and logistics



Effective Management and Leadership Skills

Effective Management and Leadership workshop is a first step on the road to success. Now is the time for big picture thinking and sharing your vision with your team. Learn ways to communicate clearly and openly in order to get things done. Identify your leadership style profile, and discover ways to use this knowledge to manage more effectively.

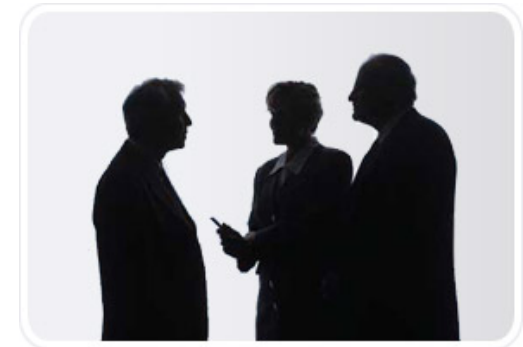
- Define your role as a manager and identify how that role differs from other roles you have had
- Understand the leadership challenge and the new functions of management
- Discover how you can prepare for and embrace the forces of change
- Identify ways to get you and your work space organized, and get a jump on the next crisis
- Identify your leadership profile and explore ways to use this knowledge to improve your success as a manager
- Enhance your ability to communicate with others in meetings and through presentations
- Create an action plan for managing your career success



Effective Negotiation Skills

Effective Negotiation Skills workshop is learner-centered and designed to provide an understanding of the principles and competencies for building business relationships through negotiations. The activities selected for this workshop will provide experiences in negotiating with external and internal customers, suppliers, and work teams.

- Understand the benefits of good negotiating skills
- Identify those techniques that will be most effective in stressful negotiation situations
- Have the opportunity to practice the “how to” of these skills in a supportive environment
- Recognize the stress that often accompanies negotiations and have some options for managing that stress



Supervising Essentials

This two-day supervisor training module for new supervisors/managers is designed to help you overcome many of the supervisory problems you will encounter in your first few weeks as a new supervisor - whether you are a team leader, a project manager or a unit coordinator. Dealing with the many problems a supervisor encounters isn't easy but it doesn't have to lead to discouragement.

- Help clarify roles and responsibilities in your new role supervising others
- Adjust to this new role with confidence and an assurance you can handle the position
- Develop your communication skills in listening, asking questions and giving feedback to employees
- Develop a technique for making sure you give employees instructions that are clear and understood
- Identify some techniques to deal with employee challenges such as squabbles, complaints and laziness
- Recognize the importance of being visible and available to employees



Organization Strategic Management

In a high paced business environment organizations may focus on day to day business decisions so they lose the ability of seeing the effect of those decisions on the future of the organization. Such short sightedness causes organizations to miss the ability to adapt to market changes, motivate talent, and reinvent itself for future growth.



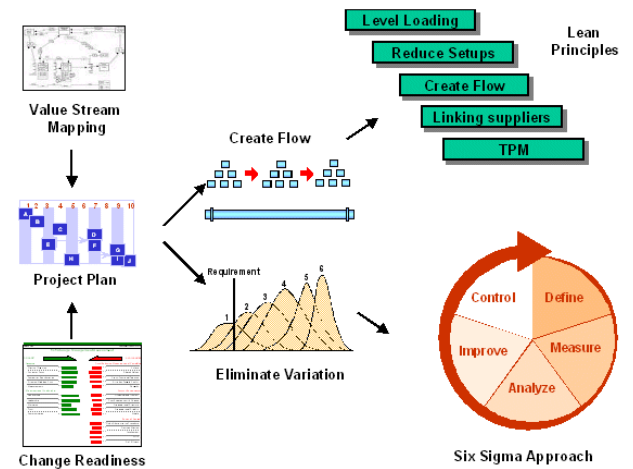
- Help the participants develop an understanding of Strategic Management
- Develop a Strategic plan based on their unique organizational requirements and needs
- Deploy and implement the plan
- Formulate control and continuous improvement process



Total Quality Management & Introduction to Six Sigma

An introduction to the fundamental concepts Of TQM with emphasis on philosophical issues. Six Sigma Applications presents an overview of the Six Sigma problem solving methodology and statistical tools.

The course relies on teamwork and the previous Work Experience of the participants as it builds a Common vocabulary for the group, reviews the application of various statistical tools and provides hands on training in their various methods and application.



Program/Project Management

The 5 day workshop defines and explains the project management importance based on extensive working experience

- Explain triple constraint and their effect on projects
- Identify stakeholders, organization, and influence on the project
- Describe project process & Life Cycle
- Explain roles & responsibilities and key competencies of project managers

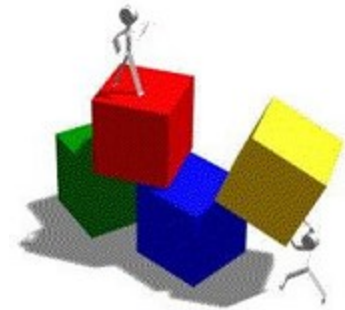


Sales and Marketing Workshops



Sales and Marketing Fundamentals

A small marketing budget doesn't mean you can't meet your goals and business objectives – you just have to be more creative in your marketing tactics. This one-day Sales and Marketing training workshop will show you how to get maximum exposure at minimum cost. Learn effective, low-cost and non-cost sales and marketing strategies to improve sales develop your company's image and build your bottom line



- Recognize what is meant by the term “marketing”
- Discover how to use low-cost publicity to get your name known
- Know how to develop a marketing plan and a marketing campaign
- Use your time rather than your money to market your company effectively
- Develop a budget for your marketing activities, based on the amount of dollars you have available, and stick to your budget
- Identify strategies for finding and keeping customers



Marketing

This workshop involves an integrated analysis of the role of marketing within the total organization. Specific attention is given to the analysis of factors affecting consumer behavior, the identification of marketing variables, the development and use of marketing strategies, and the discussion of international marketing issues.

- Fundamentals of marketing
- Marketing research, product development, and global considerations
- Channels of distribution, pricing, internet strategies and direct marketing



Public Relations

This workshop provides an introduction to the field of public relations. Areas covered are media relations; promotion; tools used in developing public relations and publicity, and improving customer satisfaction; relationship-building strategies; and ethics and public relations.

- Public Relations' Role and Functions in Organizations
- The Communications Process to the Internal Publics
- The Communications Process to the External Publics
- PR Campaign
- Global PR Trends



Sales Management

This workshop studies the complex and demanding responsibilities of sales management in the 21st century, including managing the sales force, forecasting, understanding customer expectations and buyer behavior, gathering feedback, communicating, and relating sales goals to marketing goals.

- Personal Selling
- Sales Organization
- Account Relationship Management
- Territory Management
- Estimating Potentials and Forecasting Sales
- Recruiting and Selecting Personnel
- Sales Training
- Leadership
- Motivation
- Compensation
- Performance Evaluation
- Sales Ethics



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