

Intercultural & International Manager

Executive Program

“A WORLD
CLASS LEADER”

For

- Experienced professionals and strategic decision makers, for example, senior management, sales and account directors, and global business leaders.
- Max 8 people

Personal Benefits

- Sharpen your negotiation skills and prepare to achieve business targets that create more value for your company
- Enhance the methods and skills you need to effectively execute any negotiation from preparation to closing the deal
- Real-life negotiation simulations help you learn to meet challenging negotiation situations and move towards a successful outcome

Organizational Benefits

- Improve profitability through structured trading rather than price concessions
- Gain measurable improvement in individual negotiation skills and organizational competence
- Create the terminology and frameworks you need to jointly drive your negotiations

International Manager Skills

Executive Program



In Brief Goals/you

will be able to:

- Deal with the different cultural references systems of colleagues and work contacts.
- Identify the key success factors in an international context.
- Organize management to be able to reach objectives.
- Create conditions for people to take responsibility.
- Set up effective communication processes.
- Communicate more easily in English.

“Internationalisation today means working with people of different nationalities and cultures, inside France and all over the world. This new situation requires an open-minded approach to management: setting objectives, working methods and communication. **BECAUSE OF THIS, WE ARE CONSISTENTLY CREATE BETTER OUTCOMES & LEADING MANAGEMENT”** Ceo B1-AKT//Yannick Le Guern

Modules

• 1 Identify the keys to efficiency in an international context

The meaning of "multicultural" and the sensitive aspects of intercultural relationships.
Clarify your own approach to international situations and the "multicultural" factor.
Learn how to develop intercultural skills.
Learn how to analyse and use the resources of your environment.
Evaluate the risks of the professional practices in your organisation.

• 2 Develop one's competences as an intercultural manager

Identify how self-perception and perception of others impacts your own behaviour.
Identify individual and group rationale.
Give meaning to people's behaviours.
Build your managerial competences encompassing the cultural factor.

• 3 Communicate efficiently in a multicultural context

Exchange information with people of different nationalities.
Evaluate your capacity to be empathetic and curious.
Understand the impact of cultural and ethnic differences on conflicts.
Anticipate the risks of cultural rejection.
Develop strategies to facilitate the resolution of disagreements and conflicts.

• 4 Capitalise on one's intercultural experience

Design better intercultural practices.
Take ownership of your Learning plan.

Program Flows

- The program has a maximum of 8 participants.
- Training days include several cultural case exercises; the challenge increases as the program progresses.
- Participants receive continuous feedback, support and coaching from an experienced trainer with a strong international business background.

Experts

Yannick Le Guern//B1-AKT: Leadership and Innovation Management skills

Laura PETRACHE//AKT AS-1: Intercultural Management and Language Innovation skills

Location

Your place or our place to connect...call us or e-mail us//Drop us a note or even better drop by:

23-25 rue jean-jacques rousseau 75001 Paris,
France PO Box, 7 Friant, CA 93626, USA Strada
Lanternei, nr.102, sector 2, Bucuresti, Romania

Program Fee

Contact us to find out more... contact@b1-akt.com

Leading

Service

Business

Executive Program

“ACCELERATE,
INNOVATE
AND LEAD
YOUR SERVICE
BUSINESS”

For

- Executives and senior managers working on strategic issues in service management and looking to develop new services

Personal Benefits

- Learn to develop service business models and new services
- Improve your competence in leading a service company
- Acquire new knowledge related to service value creation and digital service business
- Network with other professionals dealing with similar challenges

Organizational Benefits

- Innovate the way your organization thinks about selling services and learn to develop innovative business models to increase competitive advantage
- Develop leaders who deliver value by developing new, or growing existing, service solutions, and steering high performance with motivated people



In Brief

Leading Service Business is designed to give you and your organization new perspectives and tools to accelerate and lead your service business. The program addresses the challenging aspects of service business such as business model innovation, value creation, and leading people.

Reference

“THE PROGRAM GAVE A GOOD OVERVIEW OF THE FUTURE POSSIBILITIES OF SERVICE. IT ALSO PROVIDED AN EXCELLENT NETWORKING OPPORTUNITY AND HELPED DEAL WITH COMPLEXITY, WHICH IS THE MOST PRESSING QUESTION IN SERVICE BUSINESS TODAY.”

Paul Camara Senior Design Specialist, DACIA, Romania

Modules

<p>Service Strategies and Business Models</p> <ul style="list-style-type: none">• Delivering value through service solutions• Growing service solutions• Services as a differentiator in competitive markets• Innovating service business models	<p>Digitalization and Customer Relations in Service Business</p> <ul style="list-style-type: none">• Developing digital service models• Managing value networks in digital services• Co-creation with customers• Managing service recoveries	<p>Leading People in a Service Organization</p> <ul style="list-style-type: none">• Developing an organization that enables service excellence and innovation• Building a culture for service excellence• Leading change
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Instructors

Yannick Le Guern//B1-AKT: Leadership and Innovation Management skills

Laura PETRACHE//AKT AS-1: Intercultural Management and Language Innovation skills

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Becoming

a Leader

Executive Program

“BUILD
CONFIDENCE
AND TURN IT
INTO
RESULTS!”

For

- Large to mid-sized organizations
- Top talents and newly-appointed managers, specialists and senior experts, individuals with an interest in developing their leadership skills

Personal Benefits

- Become an effective leader with practical skills and capabilities that unlock innovation and growth
- Gain the tools, credibility and confidence to influence key stakeholders
- Initiate change within, create energy around and motivate others to deliver results
- Strengthen your learning through the integrated internal mentoring program

Organizational Benefits

- Develop future leaders who can drive results and are able to see the long-term business view
- Develop managers with the ability to create high-performance teams and influence those around them
- Create incentives to retain high potentials in the organization

Becoming a Leader

Executive Program

Sustainability is an issue that challenges all of us to learn, communicate and collaborate more effectively. In all that we do we seek to integrate and balance the economic, environmental and social outcomes of our actions through full cost accounting, systems thinking and stakeholder dialogue.

Leadership and Strategy / High Potentials /

In Brief

Becoming a Leader program is designed around the concepts of self-awareness, implementation, and communication which empower participants to lead with confidence.

Reference



UNDERSTANDING HUMAN NATURE, MYSELF AND OTHERS MAKES ME A BETTER LEADER. THE BECOMING A LEADER PROGRAM HAS HELPED ME TO ACHIEVE THAT.”

Alain Le Guern : CEO TRIG//France

Modules

Developing Self-Awareness

Gain better understanding of your own approach to leadership and acquire new ideas to optimize and sustain your potential. The path to great leadership starts within.

Delivering Results

Get the tools to lead in different situations and learn to coach your team members. Understand the importance of receiving and delivering feedback with grace. Motivating and coaching can be a tough job but for a leader with the right mindset and tools, nothing is impossible

Soul of a Leader

Steering your team, or yourself, through changes is a big challenge to many. Learn to cope with a even thrive during change, and gain information on the latest research of emotional intelligence and organizational behavior. Learn to walk the talk of a great leader.

Mentoring Program: Pre-During-Post

Instructors

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Leadership and Innovation Management skills

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Global Leader

“COMPREHENSIVE INSIGHTS FOR MANAGING ACROSS FUNCTIONS IN A GLOBAL CONTEXT”

For

- Leaders who require the skills to manage global business operations across borders and functions
- Experts who aspire to build competencies and confidence in making strategic decisions

Personal Benefits

- Broaden understanding of key management issues, especially in an international business environment
- Build a network and be engaged in a dialogue with international instructors and a peer group of experienced professionals – your fellow participants
- Widen your perspectives during an optional module.

Organizational Benefits

- Enhance performance through utilizing improved strategic, financial and customer relationship management capabilities
- Increase the ability to implement change effectively
- Achieve strategic agility and new dynamic capabilities for your organization

High Leading Management

Global Leader



In Brief

Global Leader is a compact and flexible study program that can be adapted to your personal development needs and time limitations.

Reference

I WAS ABLE TO APPLY ALL THE GLOBAL LEADER PROGRAM'S EXERCISES DIRECTLY TO MY WORK AND TEST OUT WHAT I HAD LEARNED IN PRACTICE. AFTER COMPLETING THE PROGRAM MY OWN WORK BECAME MUCH MORE PLEASURABLE

Jean Marcus Project Manager, Astellas Pharma

Modules

Global Strategy

The module focuses on the fundamental issues in strategic planning and will give you the skills needed to develop the long-term viability of your organization.

Customer Relationship Management

The module concentrates on customer value, customer satisfaction, customer retention, and customer loyalty from a managerial perspective and within the context of marketing strategy.

Elective Modules

As a Global Leader participant, you can select two elective modules .

A variety of topics are offered including,

- Strategic Brand Management
- Negotiations and influencing
- Entrepreneurial skills
- Corporate Entrepreneurship
- Managing for the future
- Innovation and leaders Be Com tpc

Leading Change

The module focuses on developing the skills for leading and implementing strategic change projects in a global context. You will gain an understanding of different approaches to change management and learn to manage the perceptions and outcomes related to change projects successfully.

Financial Decision-Making

The module will provide you with an understanding of balance sheets, income statements, cash flow statements and other financial disclosures, and how this information relates to key variables in management decisions.

Speakers

Yannick Le Guern//B1-AKT: Leadership and Innovation skills

Laura PETRACHE//AKT AS-1: Intercultural management and Language innovation skills

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Program

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Leadership in Business and Society

Executive Program

“BUSINESS
INITIATIVES HAVE
AN IMPACT ON
SOCIETY – HOW
CAN WE LEAD THE
CHANGE
PROACTIVELY
TOGETHER?”

For

- Business leaders
- Public affairs directors
- Social responsibility directors
- Municipalities
- Government officials

Personal Benefits

- Gain insights in to the actions that business leaders can take to be proactive operators in relations towards society
- Opportunity to discuss with peers in other companies and government organizations
- Understand global thinking and how this translates to France, Usa, Romania

Organizational benefits

- Acquire a global understanding of the impact of structural changes on society and business
- Improve understanding of the impact of business initiatives on society
- Discuss and share best practices on how business and society can work together

Leadership in Business and Society

Executive Program



Leadership and Strategy / Middle and Top Management / B1-AKT.COM

In Brief

Business leaders and members of society come together to discuss the dynamics of change and what current changes in industrial structures mean for individual companies.

The seminar will enhance business leaders' understanding of, and competence in, how to take a proactive approach in initiatives that require continuous dialogue with society.

**GOOD CORPORATE MANAGEMENT
REQUIRES AN UNDERSTANDING OF THE
RISKS AND OPPORTUNITIES RELATED TO
THE SURROUNDING SOCIETY.**

**SUCCESS REQUIRES BOTH THE RIGHT KIND
OF VISION AND THE RIGHT TOOLS.”**

Schedule

Led by **Yannick LE GUERN**,

- Changes in industrial structures – Impact of digitalization and the service economy
- Dynamical impact of changes in social structures and social capital
- Managing diversity in a responsible way in business –Lessons from American society

Led by **Laura PETRACHE**,

- Impact of major business decisions on society
- Business as a proactive operator in structural changes

Experts

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Sustainable

Supply Chain

Executive Program

“ECONOMIC
PERFORMANCE,
GREEN
OPERATIONS,
SOCIAL
IMPACT”

For

The program is ideal for heads, directors and managers of

- supply chain operations,
- purchasing or supply management,
- sales and marketing, and
- sustainability or corporate responsibility.

Personal Benefits

- Develop an understanding of the decisions, issues, and options for delivering social and environmental sustainability in a supply chain
- Recognize sustainability's links to economic performance through costs, sales, image and other factors
- Gain courage to move supply chain management to the next level

Organizational Benefits

- Improve relationships with suppliers and customers as a result of following sustainable supply chain management principles
- Acquire tools for managing and maximizing brand value in matters of sustainability
- Improve the triple bottom line

Sustainable Supply Chain

Executive Program



In Brief

The aim of the program is to increase understanding of the issues related to sustainable supply chain management, starting with the strategic perspective and moving to the environmental and social sustainability of supply chains.

Read more at www.b1-akt.com

**THIS PROGRAM GIVES YOU TOOLS TO
MAP YOUR SUPPLY CHAIN AND
IDENTIFY AREAS FOR IMPLEMENTING
BEST SUSTAINABILITY PRACTICES**

**WITH THE GOAL OF IMPROVING YOUR
TRIPLE BOTTOM LINE.“**

Modules

Online Learning

Business and Sustainability

The online learning course helps to build a common language and understanding of sustainability issues in business and enhances the learning experience and sharing during the course.

Green Supply Chains

- Sustainability as a Strategic Enabler; Benefits and Risks
- Green Supply Chain Management: e.g. Life Cycle Management, Green Purchasing Criteria, Transportation and Carbon Management, Material Choices, Reverse Logistics

Socially Sustainable Supply Chains

- Social Sustainability: e.g. Labor Issues, Ethics, Standards and Legislation, NGOs – Who Is in the Chain?
- Sustainability as a Competitive Advantage: e.g. Auditing and Co-development with Suppliers, Sustainability and Company Reputation

Instructors

Yannick Le Guern//B1-AKT: Leadership and Innovation Management skills
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In addition to our instructors there will be case speakers from companies that have developed best practices in SSCM.

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