

EXECUTIVE PROGRAM

in

MANAGEMENT

2020 - 2021

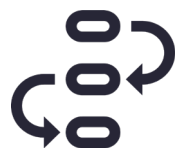




EXECUTIVE PROGRAM IN MANAGEMENT

PROGRAM 2020-2021

EXECUTIVE PROGRAM IN MANAGEMENT



Program Format

10 days = 5 modules
(2 days each)



Participants

High potential talents



Objectives

Enhance Management
skills



Teaching Method

Academic & Professional
approach



Partner

SKEMA Business
School



Calendar

October 2020
To February 2021



Language

English



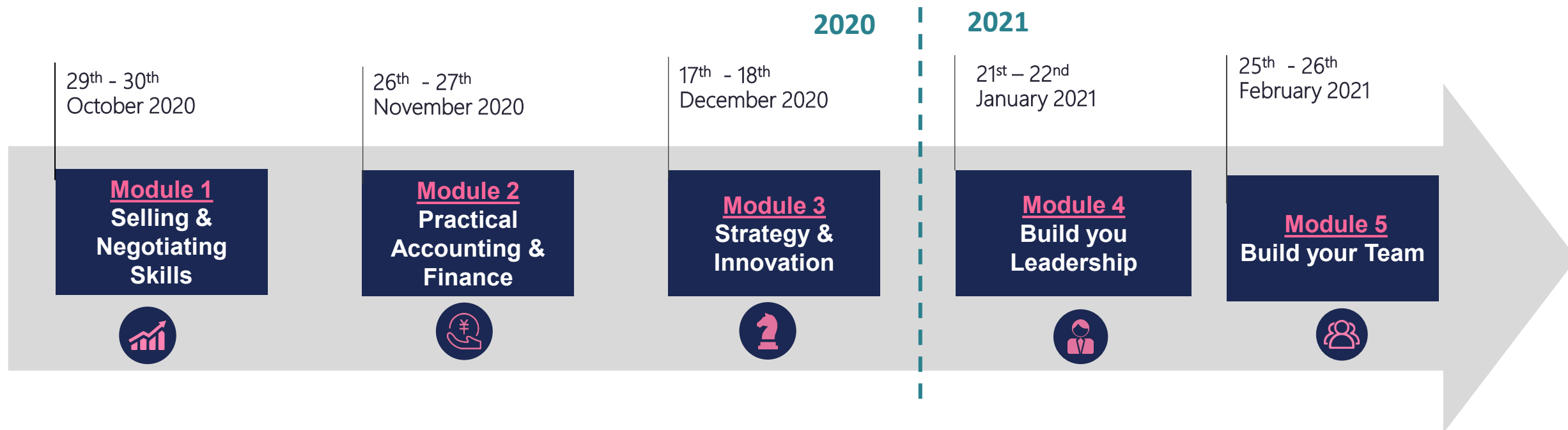
Venue

CCI FRANCE CHINE
SHANGHAI



This program has been specifically designed for high **potential talents** in order to enhance their **management expertise** and **team leadership skills** within their current organization (cross-functional project, business unit, department, branch, etc.)

PROGRAM OVERVIEW – 5 MODULES



By teaching the fundamentals of general management with a focus on leadership & team management, practical accounting and finance, strategy, and innovative marketing & sales, this program of 5 modules will provide to high potential executives a solid knowledge of practical tools to support and drive their company growth through this complex and disruptive environment.

MODULE 1



Selling and Negotiating Skills (2 days)



MODULE 1 : SELLING & NEGOTIATING SKILLS

Objectives & Teaching Practices

- After the two days the participants in the course have an integrated framework to sell more and negotiate better agreements.
- In the selling phase:
 - The difference between selling and negotiating
 - Immediate differentiation with the 7 laws of influence
 - Complete discovery with OSCAR questioning skills
 - Persuading based on the buying motivations with SPICES and APB
 - Handling objections with GNZ and closing with PIC.
- In the negotiating phase:
 - Proper Preparation Prevents Poor Performance
 - How to deal with power in negotiation
 - How to engage the real decision maker
 - How to create positive momentum without sacrificing value
 - How to resist tough and manipulative end game tactics





MODULE 1 : SELLING & NEGOTIATING SKILLS

Program Day 1

Key takeaways

- Selling is not negotiating
- Empathy is key at selling stage
- Assertiveness is key at negotiating stage
- Closing is the natural outcome of well executed selling and negotiating steps



Morning

- Legitimize your presence with the 7 laws of influence.
- Uncover buying motivations and much more with OSCAR questioning skills.



Afternoon

- Persuade using the appropriate selling points presented the right way tailored to the right buying motivations.
- Handle objections gracefully and drive the decision-making process. Discover the magic sentence that signals you have entered the negotiating phase.



MODULE 1 : SELLING & NEGOTIATING SKILLS

Program Day 2

Key takeaways

- All negotiations are emotional
- Know where you are and what to do next
- What to prepare, what not to prepare
- Execute as planned to win better deals



Morning

- Negotiation role play
- BATNA, CNA, ZOPA: why popular concepts in negotiation may not work and what to do about it.
- How to think “on your feet” in any negotiation
- Preparation: using negotiation checklists



Afternoon

- Assertively defend, beware of the need to please
- Make sure they are committed
- Make smart trades to build momentum
- Avoid last-minute high-pressure tactics.

MODULE 2



Practical Accounting and Finance (2 days)



MODULE 2 : PRACTICAL ACCOUNTING & FINANCE

Module Overview

- To give executives who are **neither accounting nor financial experts** an understanding of **the financial consequences of strategic decisions** and to equip them with tools to integrate the financial approach into their decision-making.
- To **demystify financial jargon** and concepts for non-finance managers. At the end of the course, you will **be able to speak the same language as your accounting & finance colleagues**, understand performance metrics, read and use company reports, and grasp other managerial accounting issues.
- **Case studies** are used extensively throughout to **illustrate theory** and learn from **real world situations**. The course will consist of formal lecture, participative discussion and debate.





MODULE 2 : PRACTICAL ACCOUNTING & FINANCE

Program Day 1



Morning

Value-Based Management

1. Understand the concept of shareholder value creation

- Introduction to McKinsey's 4 cornerstones of corporate finance
- Recognize how corporate strategy drives financial valuation
- Manage the Company for economic value add



Afternoon

Financial Statement Analysis

2. Explore accounting concepts and principles

- Characteristic of good financial statements
- Accrual vs cash concepts
- Accounting standards and guidelines
- Review financial statement from listed companies
- Discover how to interpret the information to manage more effectively
- Red flags to identify possible financial shenanigans
- Uses and limitations of financial statements



MODULE 2 : PRACTICAL ACCOUNTING & FINANCE

Program Day 2



Morning

Internal Audit, Segment Reporting and Ratio Analysis

3. Explore internal audit cycles and what to look for

- Internal controls measures are effective and adequate
- Proper risk management systems
- Corporate governance disclosure

4. Segment reporting

- Understand drivers of profitability
- Re-classify financial statement items

5. Ratios Analysis and Trend Analysis

- Profitability ratios
- Liquidity ratios
- Efficiency ratios



Afternoon

Investment Appraisal

6. Understanding time value of money

- Time cost of money
- Compound interest and future values

7. Appraising corporate investments

- Payback Period
- Net Present Value
- Internal Rate of Returns

MODULE 3



Strategy and Innovation (2 days)





MODULE 3 : STRATEGY & INNOVATION

Objectives & Teaching Practices

- This workshop will bridge the gap between the latest academic knowledge and field practice by encouraging critical thinking and controversy using practical case studies
- Using the context of their own organization, as well as the examples of other leading international organizations, participants to the workshop will:
 - => Investigate the rationales of innovation management from a strategic perspective, considering that innovation is one of the essential means for a firm to achieve strategic goals
 - => Analyze strategy-innovation fit from the perspective of innovation effectiveness





MODULE 3 : STRATEGY & INNOVATION

Program Day 1



Morning

The strategic management of the corporate

- The process of strategic management
 - Theories of competitive advantage
 - Strategic configurations: models of organizational strategy, competitive strategy: Generic typologies
 - Hybrid strategies: New perspectives of strategic management
- => Outputs: Models of organizational strategies



Afternoon

Strategic management and innovation (1)

- Practice: Profiling the strategic posture of participants' organization in China
 - Sources, nature, and activities of innovation
 - Strategy-innovation relationship
- => Outputs: Scope of innovation from a strategy perspective



MODULE 3 : STRATEGY & INNOVATION

Program Day 2



Morning

Strategic management and innovation (2)

- Strategic management of innovation portfolio
- Innovation and firm performance
- Strategy-innovation models
- Practice: Profiling the innovation behavior of participants' organization in China

=> Outputs: models of strategy-innovation patterns



Afternoon

Strategy, business model innovation and firm performance

- Strategy-Innovation fit and firm performance
- Strategy and business model innovation
- Does it pay off to stick to models?
- Practice: Participants produce their own diagnostic of the strategic management of innovation of their organization

=> Outputs: Self-diagnostic of strategic management of innovation

MODULE 4 & 5 – by Human Element

Module 4 & 5 are complementary modules.



Module 4 - Build Your Leadership



Module 5 - Build Your Team

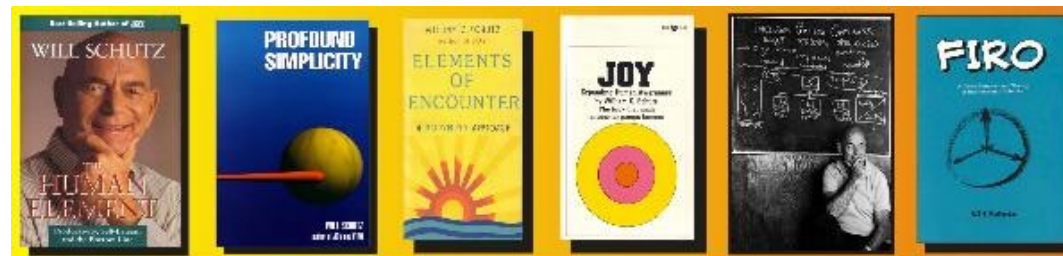


MODULE 4 & 5 – POWERED BY HUMAN ELEMENT



The Human Element® provides a comprehensive approach for Leadership and Team Development and Organizational Transformation.

Based on Will Schutz's FIRO Theory, *The Human Element*® is internationally acknowledged as one of the most effective and complete team building and leadership development program available.





MODULE 4 : BUILD YOUR LEADERSHIP

Module Objectives

The aim of this workshop is to maximize your potential as a leader.

It will help you:

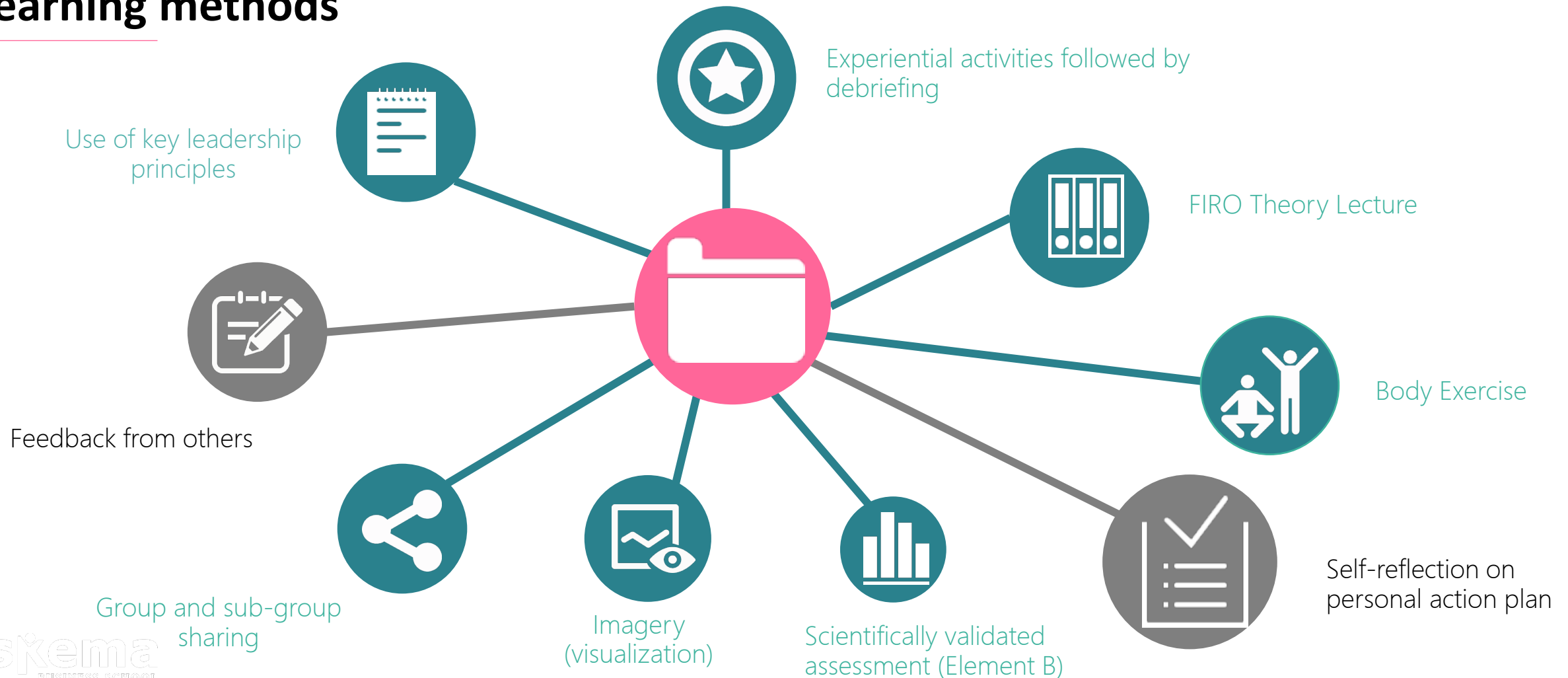
- Clarify what it means for you to be a leader and determine what kind of a leader you want to be
- Increase your self-awareness
- Learn how you are perceived by others
- Understand better your own behavior
- Manage your emotions and decrease your reactivity
- Communicate more openly and connect emotionally with people
- Understand what undermines your impact on people





MODULE 4 : BUILD YOUR LEADERSHIP

Learning methods





MODULE 4 : BUILD YOUR LEADERSHIP

Experimentation Stage

Review

- Participants will review the first workshop and write down a summary of the concepts and the learnings

Leadership plan

- They will apply their Individual Leadership Action Plan

Follow-up

- They will have follow-up sessions with the Professor

Readings

- They will read some articles on leadership and teamwork



MODULE 5 : BUILD YOUR TEAM

Module Objectives

- Understand how **teams and relationships** work
- Learn how to build and maintain **highly performing teams**
- Learn how to make teams operate at their **full potential** utilizing every **member's contribution**
- Approaches to **teamwork**
- Stages of **Team Development**
- Team functions and the leader's job
- Compatibility: the ability to work well **together**
- Experimenting a **leadership practice** and the **Team Compatibility Index (TCI)**:
 - Team Membership (Inclusion)
 - Centrality (Control)
 - Compatibility (Openness)





MODULE 5 : BUILD YOUR TEAM

Application Stage

Review

- Participants will review the second workshop and write down a summary

Team plan

- They will apply their Team Development Plan

Follow-up

- They will have a follow-up session with the Professor

Readings

- They will read some articles on teamwork

This stage is over a 3 months period

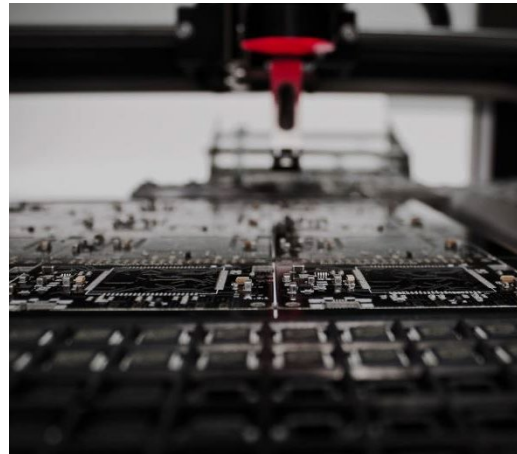


EXECUTIVE PROGRAM IN MANAGEMENT OVERVIEW

TESTIMONIALS - PREVIOUS EDITIONS

"Beside the friendly environment, I learnt a lot regarding finance, leadership, marketing and strategy. I was coming from a technical background so, it really helps me a lot in my daily job as CEO. Thanks to EPM, I think I am ready to reach new tops with my company"

Hugo AGUADO
APAC CEO at Ecritel



"I liked very much the excellent organizers, comfortable environment, great modules content from SKEMA Professors. My company invested for EPM in order for me to grow from regional sales representative to national sales manager and become one of the country leaders of the company"

York ZHANG (张跃)
*Greater China Sales Manager at
Hermes Abrasives (Shanghai) Co.,Ltd*

"Session by session, we have been able to enhance our management skills thanks to the interactive courses made of theoretical lessons and specific workshops delivered by top class Professors. Also it had been a real pleasure to join a small group of motivated peers sharing the same willingness of learning and sharing professional experiences"

Yannick AVRIL
*APAC Manager & Industrial Function
Representative at Solvay Group
Engineering & Construction (GEC)*



"The 5 modules of EPM were an excellent combination of theory and practical skills. It was a precious opportunity to study with different "leaders" from various sector of industries, to generate new ways of doing my daily job. A special thanks for the great organization and good communication before, during and after each module "

Ang LI
*Director of French & Research
Department at Shanghai I&C Foreign
Languages School*



OUR EXPERTS

MODULE 1

Mr. Nicolas Clement

- Founder & General Manager of Nego Asia, representing Halifax Consulting in China
- ESSEC MBA with a specialization in Decision Analysis & Negotiation
- Professional Certificate in Strategic Decision & Risk Management from Stanford University
- Personal business track record in Europe and China with individual deals above \$100 million

MODULE 2

Mr. Marco D'Amore

- CEO of ORCOM C&A CHINA, he manages a team of 80 employees over four offices in China and Hong-Kong
- Graduated with honor with an Executive Masters in Business Administration (EMBA) from IMD in Lausanne
- Has been an American Certified Public Accountant (CPA) since 2005. He also holds a Bachelors degree in Hotel and Business Management
- Worked for 11 years in Switzerland for KPMG as Senior Audit Manager

MODULE 3

Dr. Philippe Chereau

- Associate Professor in Strategy and Entrepreneurship. Director Skema Ventures, Skema Business School
- PhD in Management Science from SKEMA Business School
- Master in Management from EDHEC Business School
- Business professional track-21 years: Entrepreneur, management consulting, international business development, market management
- EFMD Case Writing award for best case study in management, 2015.
- Book publications: Strategic Consulting, Palgrave, 2017. Le Conseil Stratégique pour l'entreprise, Pearson, 2014

MODULES 4 & 5

Mr. Emmanuel Chevreau

- Coach & Trainer in Team & Leadership Development
- Graduated from HEC Paris

Certifications

- Team Coaching
- The Human Element® LHEPTM
- Radical Collaboration®
- Process Communication®
- Hogan Assessment®
- Implicit Career Search ®
- Individual Coaching
- NLP Master

FEES & REGISTRATION

10 10 days training	5 / 2 5 modules of 2 days	¥ 55 000* CCI FRANCE CHINE Members Fee* ¥ 70 000* Non-Members Fee*
---	---	--

Participants from other cities than Shanghai, and who are unable to attend physically all the modules in Shanghai, can contact CCI FRANCE CHINE Beijing and South China branches to know what the alternatives are.

*All the price are in RMB; Price subject to 6,72% V. A. T. (the price is valuable for this 2020-2021's session and includes: training fees, educational material, coffee breaks and lunches).

CONTACTS

Shanghai



Jia LV

Alexandre GRANGEAT

HR Consultant
Tel: +86 (21) 61327100*107
@: lv.jia@ccifc.org

Event & Training Coordinator
Tel: +86 (21) 61327100*107
@: grangeat.alexandre@ccifc.org

Beijing



Walter JANVIER

Difei REN

Business Coordinator
Tel: +86 (10) 6461 0260
@: janvier.walter@ccifc.org

HR Services & Event Manager
Tel: +86 (10) 6461 0260 *153
@: ren.difei@ccifc.org

South China



Wanqian LIU

Sarah DEFRANCE

Recruitment & Training
Senior Consultant
Tel: +86 (20) 2916 5525
@: liu.wanqian@ccifc.org
Shenzhen & Guangzhou
Offices

Business Development
Manager
Tel: +86 (20) 2916 5531
@: defrance.sarah@ccifc.org
Shenzhen & Guangzhou
Offices

SKEMA BUSINESS SCHOOL

A TRULY GLOBAL SCHOOL THAT TRAINS THE TALENTS OF THE KNOWLEDGE ECONOMY

#4

Best Master in Finance Worldwide

Financial Times RANKINGS 2019

#5

Best Business School in France

Financial Times RANKINGS 2020

#12

Best Master in Management Worldwide

Financial Times RANKINGS 2020

A learning community committed to the creation and transmission of knowledge and practices in management

The vision, mission, DNA and values on which the strategy is based are completely in keeping with the world's economic evolution: **GLOBALIZATION**



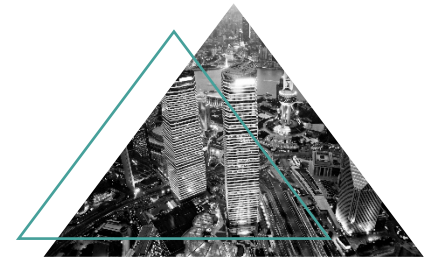
120+

nationalities on
SKEMA's campuses



45,000

graduates throughout the world
145 COUNTRIES



7

Campuses worldwide

EXECUTIVE PROGRAM in MANAGEMENT 2020 - 2021



CCI FRANCE CHINE



CCI FRANCE CHINE

