

Secrets of modern management practices:

Successful planning

1-1 Strategic planning

- Ask critical questions.
- Analyzing the environment.
- Determine the direction of the company's progress.
- Putting the Strategy.
- Applying the strategy.
- Develop mechanisms for monitoring and controlling strategy.

1-2 Marketing plan

- Does my company need Marketing Department?
- Discuss recent marketing schools in 2010
- Hundred effective marketing tool
- Marketing plan contents

1-3 Ad plan

1-4 Sales plan

- Identifying and absorbing sales targets
- Put an action plan
- Reporting and controlling

1-5 HR plan

- The six steps to prepare a human resources plan
- Four criteria must be considered during human resources planning

1-6 Financial plan

Organizing:

Organizing structure

- Important concepts
- Work plan
- Communication channels
- Vertical communication channels
- Horizontal communication channels
- Communication channels and influential authority
- Un official organizational structure
- Organizing responsibilities and powers
- Job analysis
- Policies and procedures
- Ten tips for creating models

Recruitment:

- Identifying recruiting resources
- Selection processes: receiving applications and selecting candidates
- Types of testing candidates
- Future leader's survey
- Joining the company family
 1. Job offer
 2. Job contract

Coaching and leadership:

- Annual meetings plan
- Direct coaching
 1. Ten goals of direct coaching
 2. Preparing the steering meeting
 3. The most important usage f direct coaching
- intellectual capital components of the company
- Performance Appraisal
 1. The importance of performance appraisal
 2. The failed evaluation and the effective evaluation goals
 3. The basics of staff evaluation
 4. Appraisal Preparation
 5. Evaluation procedures

6. Moving from performance evaluation to performance management

Controlling and inspection:

- The importance of controlling
- Controlling systems
- Setting Performance standards
- Measuring performance
- Management and Marketing audit
- Compare the results of performance with the performance standards and identify the gap and the deviation
- Taking corrective action
- Controlling types
- Controlling rules
- Good control systems advantages
- Controlling tools