5-DAY INTENSIVE TRAINING WORKSHOP

Certified Manager (CM) Program

Build leadership skills to manage teams and achieve organizational goals.



GLOBAL TRAINING INSTITUTE

Course Description

The Certified Manager (CM) Program is a hands-on, advanced course for professionals who want to strengthen their leadership, decision-making, and management skills. It helps participants turn strategy into action, lead high-performing teams, and manage real-world business challenges. The program focuses on practical tools for digital transformation, sustainability, and people management.

Who Should Certify

This certification is ideal for:

- Mid-to-senior managers seeking practical leadership skills and strategic insight.
- Professionals moving into executive roles or managing larger teams.
- Entrepreneurs who want to improve their business operations and leadership.
- Consultants supporting companies with strategy, operations, or transformation.
- Future executives who need a full understanding of business functions and leadership.

Course Objectives

Upon completion of this certification, participants will be able to:

- Design and Apply Business Strategies: Turn strategic ideas into practical plans and actions.
- Improve Team and Business Performance: Use tools like KPIs and Balanced Scorecards for results.
- Build and Lead Strong Teams: Foster trust, collaboration, and accountability.
- Lead Digital Change: Apply AI, automation, and data tools to improve processes and decisions.
- Manage Stakeholders Effectively: Communicate clearly, resolve conflict, and influence others.
- Lead with Ethics and Purpose: Build responsible, sustainable, and value-driven organizations.
- Use Workforce Data: Make informed HR and talent decisions.
- Drive Innovation: Support creative thinking and practical new ideas.

Course Content

Module 1: Strategic Acumen & Organizational Design

- Setting goals and adapting plans to changing business needs.
- Building flexible teams and structures for faster execution.
- Improving value chains and business partnerships.
- Understanding your market and tracking competitor moves.

Module 2: Advanced Performance Engineering & Analytics

- Managing performance beyond basic KPIs using predictive analytics.
- Simplifying and improving workflows through automation.
- Applying Lean Six Sigma to solve operational issues.
- Identifying and preparing for business risks.

Module 3: Leading Human Capital & Organizational Culture

- Using behavioral insights to motivate people and guide decisions.
- Building teams that manage themselves and take ownership.
- Applying HR analytics to improve hiring, development, and retention.
- Shaping culture to support learning, inclusion, and innovation.

Module 4: Digital Transformation & Technostrategy

- Using AI and data tools for better business decisions.
- Understanding blockchain applications in business.
- Working with cloud tools and agile tech teams.
- Managing cybersecurity and data privacy.
- Integrating new technologies while keeping people at the center.

Module 5: Ethical Leadership, Governance & Sustainable Enterprise

- Embedding sustainability and ESG into business decisions.
- Ensuring good governance and transparent leadership practices.
- Creating value for all stakeholders, not just shareholders.
- Promoting fair, ethical, and responsible use of technology.
- Shifting to circular and eco-efficient business models.

Certificate Accreditations

The Certificate **Certified Manager (CM) Program** course equips participants with key skills and knowledge for career success. It enhances credibility and provides insights into industry standards. Through theory and practical application, it prepares individuals for real-world challenges, offering expert instruction and networking opportunities.

This course will be accredited by one of the following organizations. Please contact us for more information.

Cambridge Training College Britain

INSTITUTE OF SUPPLY CHAIN MANAGEMENT MENA

IBIU UNIVERSITY



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