



## Programmes and Services

Dubai - Riyadh - Jeddah - Dammam

[www.Protential.ae](http://www.Protential.ae)

# Protential

HUMAN CAPITAL DEVELOPMENT

## Who are we, and what do we do?

**Management Development:** We work with businesses and business leaders by assisting them with the challenges of global competitiveness and the ever changing diversity of the workforce.



**Employee Training:** By working with management and HR and understanding their needs and aims, we are able to align employees' training to match and contribute to the business' strategic plans.

Prior to offering any development programme we perform a comprehensive competencies' assessment of all the candidates. The combination of the assessment results and the client's overall requirements form the background to the structuring and development of the programme delivery.

Throughout the development programmes, we expect the candidates to contribute to their organisation. All assignments and / or classroom work will be designed in consultation with the organisation's HR department and senior management to tackle existing organisational challenges thereby insuring the organisation's immediate gain from the programmes and the candidate's ability to relate learnt theories to actual practice.



This all contributes to a fast and efficient return on investment for the organisation.

**Our History:** We have been supporting businesses in the region with high quality programmes custom developed for their needs for well over 10 years. It is this experience that gives our programmes and our delivery an edge over other programmes largely developed for regions other than ours.

We do not have any programmes with ready made objectives. Instead we develop our delivery of the programmes we offer to meet the client's objectives and goals.

Some of our staff have worked in the region since 1978, being part of the dramatic growth and change here as well as working in Europe, Asia and North Africa.

## Our programmes

In today's fast paced business environment, there is a need to constantly improve and update employee skills. In our experience of providing training solutions to organisations in the region, **Protential** has developed a suite of training programmes, aimed at improving the productivity and effectiveness of staff and managers. These programmes are designed to enhance the knowledge and skills already possessed by students.

### Personal development

**Personal development programmes – improve individual performance, confidence and abilities**

- Communication strategies
- Conflict resolution in the workplace
- Public speaking mastery
- Stress management
- Business etiquette
- Anger management

### Leadership & Management

**Programmes for leaders – designed to improve leadership & management skills**

- Strategic management
- Supervisor training
- Leadership training
- Motivation Training
- Delegating Effectively
- Change Management
- Coaching – a Leadership Skill
- Meeting management
- Developing high performance teams
- Creative team problem solving
- Building better teams
- Negotiating for results
- Facilitation skills
- Management in the 21<sup>st</sup> Century

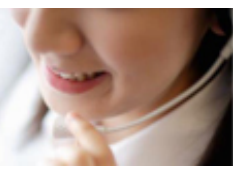
### In-company PA & Office Support

- Minute takers programme
- Skills for the administration assistant
- Time management
- Advanced writing skills

### Finance

**Theories and practical skills across a variety of financial management topics**

- The Non-Financial Manager
- Introduction to Accounting
- Advanced Corporate Finance
- Essentials of Corporate Finance
- Free cash flow
- Financial statement analysis



## HR management

These programmes provide skills for managing the most valuable asset within an organisation  
– its people

- Hiring Smart, behavioural techniques
- Performance reviews skills
- Performance mgmt – Managing employee performance
- HR training for the non HR manager
- Orientation Handbook

## Specialist courses

### Specialist topic or role specific programmes

- Project Management
- Managing Customer Service
- Marketing & sales
- Sales: prospecting for leads
- How to sell like a pro
- Telemarketing
- World class customer service
- Writing reports and proposals
- The Practical trainer

All of Protential's programmes can be delivered as stand alone programmes, or we can tailor a training and development programme for you, with as many relevant subjects as required. You can view more in depth overviews of our programmes at our website, [www.Protential.ae](http://www.Protential.ae)

## Moving forward

We would welcome the opportunity to meet with you, to discuss your training and development needs, and to demonstrate how Protential can assist you in achieving your organisational goals. Following our meeting, Protential would then provide a tailored training and development programme proposal, including programme outlines, pre-requisites, costs and learning outcomes.

## Contact Details

Please feel free to contact us for further information:

### Protential Human Capital Development

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