

# Our Service Portfolio: Training & Human Resources Development



*Human Resources Development – Your Company’s Key to Success*

## Human Resources Development

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To Spreeforum International, it is really important to offer differentiated and neutral consulting and the development of customized solutions for our customers. Based on our extensive knowledge in demand assessment, conception, execution supervision, and evaluation of training and HR development measures, we have developed real-world modules for professional HR development management.

For our customers, this collaboration means that they get HR development measures and trainings which are tailor-made for their company. We continuously develop new methods, tools and contents and test them for their real-world orientation. Thus, smaller training units and lower costs can also lead to excellent results.

Spreeforum International offers special concepts for medium-sized companies to increase the quality of their HR development. In the last years, the fight for good and qualified employees has become more difficult for all companies. Especially for small and medium-sized companies, a good HR development approach is an important part to be and stay attractive on the job market and to hold their ground on the constantly growing competition for the brightest minds.

And last but not least, due to demographic changes and the fast changing markets at home and abroad, questions and chances of recruiting and HR development and personnel management will become key challenges.

## Training & Coaching

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**In addition to the immediate support in the form of consulting and services, we provide trainings and coaching in which we transfer our know-how to our customers.**

In many places and in all kinds of situations, companies are called upon to deal professionally with customers, employees, and partners, as well as with the public, media, and in politics. All companies should possess the necessary knowledge and the respective skills for their daily work. Spreeforum International offers trainings and coachings that impart essential skills for dealing with people, institutions and the public.

## Our Seminar Credo

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Training measures with a medium- or long-term approach will provide companies with a good chance of success, even in difficult economic environments. The different results of companies stem from their different approaches to setting themselves apart from their competitors and to presenting their products and services: Presentation has to do with much more than taking part in the usual price-dumping competition. If you want to be successful in the long run, you have to distinguish yourself from your competitors and ensure that customers see your products and services in a better light than your competitors'. To achieve this, you have to keep your employees and managers in constant training: Their skills form the unique image of your company in the complex system of our market economy. Leadership culture, the energy and the mentality of the people working in your company, is the essence here.

You can do many things to face the changing requirements. The goal of our new seminar program is to show you some ideas and ways of responding to them. A strategy can only be successful if the staff is highly motivated and implements the corporate goals with know-how and skills.

If you want to offer your customers something special, we invite you to use these seminars as a customer-retention tool: Your company can offer them one of our trainings. On this page you will find our current offer being a part of our portfolio. Major focus will be put on your individual requirements. In order to reconcile your ideas with our opportunities, we recommend a personal meeting.

Booking an in-house training session means the following for you and your employees

- New discoveries will be implemented to the advantage of your company
- Your employees will gain insights into what it is that ,moves' people
- Between two seminar blocks, your employees will demonstrate their ability to apply what they have learned by composing written individual goals
- During the next training, experiences will be exchanged



Seminar methodology consists of lectures, debates, individual and group work, opportunities for statements, role plays and exchange of experiences.

Your individual wishes always come first. Thus, the best approach would be sitting down with us to talk about how we can best align your ideas and our possibilities.

Please contact us to discuss the possibility of courses held in English.

## Personal Coaching

**In our challenging and fast-paced world, the pressure to succeed increases for each individual person. It is not always easy to cope with the great responsibility of fulfilling different role requirements nor to work effectively in the various complex systems.**

Personal coaching is individual, needs-based and practice-oriented support or assistance on your way to finding the right answers, concepts and solutions for you and your particular (professional) environment. Personal coaching is a service that aims to optimise the quality of your personal and professional life.

In our opinion, personal coaching is neither the delivery of pre-fabricated standard concepts or solutions nor one-time events. The coach will assist you as long as you need him/her to help you approach your goals gradually and to obtain lasting and effective results.

In the professional environment, personal coaching mainly aims to develop professional skills, particularly the soft skills. Personal coaching is the perfect sustainable alternative or complement of trainings. Personal coaching and/or mentoring in your professional routine ensures a constant analysis of your behaviour and refines your approaches to particular situations. This close collaboration between you and your coach confers the maximum benefit on both of you and achieves the greatest possible success.

## Personality Development / Mental Coaching

**„Becoming a leader is synonymous with becoming yourself“ is an often-quoted remark of Warren Bennis. Where people work together, the human factor is decisive, no matter which industry they are in, how big the company or the role the affected and involved people have. What matters are the individual personalities, the development of the team, the group dynamics and their formal and informal hierarchies and how they deal with conflicts and stress. These psychological components of individual success are basically the summary of the issues our Personal Development and Mental Coaching addresses.**

By working with personal development, you, your company and your employees can identify success factors and potential growth areas both for individuals and for teams, project groups,

departments or the entire organisation, and implement them in the business along the principle of targeted coaching. Personal development helps you to determine your own and third-party motivations and to learn how to use synergise them when dealing with other people.

Personal development supports targeted communication and collaboration and fosters the focused drive for success of individuals and companies. Today, the basic foundation for corporate and individual success is intra- and inter-corporate communication and group and team work processes. By working on personal development, you uncover weaknesses in communication and team behaviour, analyse them and then trigger optimisation processes.

## Mediation

**Co-existence and collaboration in companies is not always easy to maintain, so interpersonal conflicts and tension in the workplace is not uncommon. This tension poisons the work atmosphere and accounts for erosion of commitment, and even to absenteeism due to illness. In the end, the morale of the entire staff can suffer from an intra-company conflict.**

Mediation is a structured approach to settling conflicts constructively. The mediator helps the people involved to develop a solution that suits all parties. The goal is an agreement that everyone finds congenial, so that the partners can deal with one another at eye level afterwards.

Business mediation is useful also for resolving conflicts between a corporate's management and its employees, in case of conflict between customers or subcontractors or in case of confrontations between employees or teams and managers.

The advantages of mediation are:

- Finding solutions that do not create losers
- Enabling constructive and efficient use of your own energy and power
- Conferring the right to speak on all, in a neutral atmosphere
- Saving court and lawyers' fees
- Avoidance of public loss of image by ensuring absolute secrecy

Our target is supporting companies in conflict situations in a fast and successful way. We have the necessary knowledge and instinct to steer the contending parties to make the right decisions. Spreeforum's result- and solution-oriented approach to mediation makes a substantive contribution to resolving conflicts in a way that is advantageous for all parties and for the company.

SPREEFORUM INTERNATIONAL

*Symbiose aus Beratung und Agentur*

