

Supporting Performance Excellence

Implementing Motivation & Reward Practices in Your Public Relations Unit

Motivation Techniques to Get Superior Performance
Creating the High Performance Enabling Environment in your Unit

4 Week Training Workshop

- ✓ Work Culture
- ✓ Enabling Resources
- ✓ Responsibility & Authority
- ✓ Follow-up and Control

A 4 Week Training Workshop

Program Overview

This program provides a step-by-step understanding of what constitutes a Motivation & Reward System for your Public Relations Unit and how to implement it.

The program will provide the participant the multi-discipline understanding and process knowledge he will need to Recommend, Implement, Manage or Improve the existing Public Relations Unit's Motivation and Reward System.

Program Content

1. What Motivates People?
2. What Motivates Employees?
3. What De-motivates Staff?
4. Understanding Monday Morning Blues.
5. Hiring Considerations in Public Relations Unit to Ensure Motivatable Staff
6. Management System that Motivates
7. Showing Management Commitment
8. Public Relations Unit Job Descriptions components that Motivate
9. Identifying Resources that Enable Public Relations Unit Employees Performance
10. Specific Training Programs that are Essential for Public Relations Unit Staff Motivation and Enhancing Performance
11. Public Relations Unit Staff Evaluation Systems that Motivate
12. Power and Methods of Follow-up that help Motivation
13. Setting Key Performance Indicators and Measurable Targets for Public Relations Unit Employees
14. Career Development Opportunity System in Public Relations Unit that Motivates
15. Possible Leadership Programs in Public Relations Unit that will Motivate
16. Essential Communications in Public Relations Unit for Enhance Motivation
17. Walking the Talk by Public Relations Management that Enables Motivation
18. Methods for Empowering Public Relations Unit Employees
19. Specific Competency Development for Public Relations Staff to Aid Motivation & Performance
20. Implementing Team in Building Public Relations Unit that Motivates and Leads to Superior Performance
21. How Public Relations Unit Strategic Understanding Motivates?
22. Other Ways to Identify Superior Performance in Public Relations Unit
23. Possible Recognition Systems for Public Relations Unit that Work
24. Reward Systems Ideas for Public Relations Unit Staff
25. Methods of Exceeding Employee Expectations that Motivate towards Superior Performance
26. Creating Happy Employees to Motivate towards Superior Performance
27. Setting-up Work Culture that Motivates for Superior Performance

Euro Training Limited, 3422 Old Capitol Trail #1116, Wilmington, DE 19808, USA

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Implementing Motivation & Reward Practices in Your Public Relations Unit Training Program (HPR701-4)

28. Setting-Up the Motivation & Reward System in Public Relations Unit
29. Managing the Public Relations Unit Motivation & Reward System
30. Improving the Existing Public Relations Unit Motivation & Reward System
31. Workshop 1
32. Workshop 2
33. Advanced Topics - More Details on Some Above Issues Important for Participants
34. Increasing Productivity through Using Standard Forms, Templates, Checklists to Perform the Work Processes
35. Performance Management System to Measure Level of Performance in the Above Processes - we will develop the KPIs for the Above Processes
36. Planning & Implementing a Departmental/Functional Knowledge Base
37. Workshop 3
38. Setting up Early warning system to Provide Decision Support System
39. Workshop 4
40. Aligning Performance to Organizational Vision, Mission & Strategic Objectives
41. Your Individualized Action Plan for Leadership in Your Department/Section/Function
42. Workshop 5
43. Performance Management System for Your Department/Section/Function
44. Your Individualized Action Plan
45. Program Recommendations

Who Should Attend?

This program is Narrowly Focused for Public Relations Unit's Supervisors, Team Leaders, Section Heads, Managers and Middle Level Executives. The Senior Unit Staff should attend the shorter 1 week program (five days). The Supervisors, Team Leaders, Section Heads and Department Managers will attend the longer duration (6 days, 2 weeks, 4 weeks) depending on their planned or desired involvement in the process of setting up a Motivation and Reward System in their Unit.

It will be a Good Strategy to send a team of staff to attend this program, so the team will have a common understanding of what needs to be done to implement the Motivation and Reward System in the Public Relations Unit. The team members

may attend different durations depending on their expected level of involvement in the implementation of the Motivation and Reward System in unit. Human Resource staff can also attend with the team so they can provide the necessary HR Support to the Motivation and Reward System Implementation Efforts in Public Relations Unit.

Program Outcomes and Take-Away/s

Euro Training is in the business of providing practical useful training programs. Programs that

1. Help the participant implement improvements in his organization.
2. Help the participant gain Multi-discipline understanding of the issues so that he can incorporate the needs and expectations of all his stakeholders/ customers in his improvement proposals and actions.
3. Help build a knowledge framework in which job related experience can be caught and remembered as his experience.

Benefits to Organization

Sending participant/s to this program will benefit the organization in the following ways

1. Quickly makes the participants competent, effective and productive on his job. Useful especially for
 1. Training New employees
 2. Competency Building in Existing Employees Transferred to a New Assignment
 3. Training Prior to a New Project or Initiative Planned in the Organization
2. Create Competency in the employee to perform his job well. including in relation to
 1. Relevant Technical Knowledge, Skills and Competencies
 2. Organizations' Strategic Objectives
 3. Needs and Expectations of the Stakeholders/ Customers (internal & external)
 4. Good Management Practices
 5. Identifying opportunities to Exceed Stakeholder/ Customer Expectations
3. Create a pool of trained manpower that can cost-effectively disseminate the

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knowledge to a large number of employees inside the organization. This is made possible by Euro Training's unique, easy to understand and easy to use methodology, based on *checklist and quality assurance* approaches.

4. Euro Training instructors often act as mentors for the participants. It's the most effective way to ensure effective competency development and the subsequent application of those competencies on the job, by your motivated staff. We do have consultants available across Americas, Europe, Asia and Africa (Please inquire about our post program mentoring plans).

Participant Individual Career Benefits

1. You gain a multi-discipline understanding of the issues. Meaning when you make proposals and decisions on your related job you will keep in mind the needs and expectations of ALL the stakeholders/ customers (internal & external)
2. Understanding and acting with understanding of the Needs and Expectations of your stakeholders/ customers is known to enhance Job Satisfaction and reduce Monday Morning Blues.
3. As one of your stakeholders/customers is Executive Management, the program ensures that you know the strategic imperatives that drive the organization's efforts in your relevant job area.

This Program is Intended for...

Those new to the field take away a good multi-discipline understanding of the issues involved in their work. It helps them in becoming productive quickly and in building a knowledge framework that will help them identify, understand, classify and remember on the job learning and experiences.

More experienced participants take away an individualized action plan as mentioned in the previous sections.

Implementation Teams: This program can be used to train implementation teams...

1. when a new project or initiative is being started in your organization
2. when a new strategic focus is being initiated

3. just prior to a consultant being hired to advise the organization

Each participant will take away a memorable and potentially life changing experience from the program.

No limitations are being placed on who can attend. If you are interested in the program outcomes and takeaways, or feel you can benefit from the organizational and personal benefits mentioned above, you are welcome to register for this program. Program instructors have the knowledge, experience and access to resources required to customize the program to the specific job related needs of each program group

Registration Recommendations

Team Nominations: This program aims to ensure the participants have their individualized improvement plan at the end of the program. So, foreseeing the effort involved, anticipating resistance and implementation requirements, it is recommended that the organization nominate **at least two participants together** (three will be more desirable) for this program.

It is anticipated that these 2 or more participants will work together as a team or provide mutual support in order to implement the action plan.

Single nominations will also be accepted for the program. Single nominations are typically used to

1. Develop personnel skills in critical skills and methodologies covered in this program.
2. Train individuals for leadership roles in business units or departments. This program will help the participant coach and lead his team in these critical skills and methodologies. (The program typically does not cover coaching skills but provides the related technical understanding in an easy to communicate manner).

For Latest Program Schedule Email:

hpr701-4@EuroTraining.com

www.eurotraining.com/bro/hpr701-4.php

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REGISTRATION FORM	
Program:	Implementing Motivation & Reward Practices in Your Public Relations Unit Training Program (HPR701-4)
Location Where Attending:	
Program Dates:	
Whether Participant will Consider Alternate date if one requested is not available:	
Participant Name Prefix: Mr/Ms/Mrs	
Participant Name:	
Participant Job Title:	
Participant Department & Section:	
Participant Employer/ Company:	
Participant's Present Job Responsibilities:	
Participant Email Address:	
Participant Mobile Number:	
Sponsored by:	
Sponsoring Company:	
Job Title of Sponsoring Authority:	
Name of Sponsoring Authority:	
Email of Sponsoring Authority:	
Fax of Sponsoring Authority:	
Telephone Nos. of Sponsoring Authority:	
Web Site of Sponsoring Company:	
Invoice Reference:	
Invoicing Address:	

REGISTRATION INFORMATION

1. To register: Please send us an official letter confirming registration (on organizational letterhead or Authorized Email).
2. Program Fee is
 - o USD \$17,800 per participant and includes Course Materials, Certificate, Refreshments and Lunch. (Fee at London, Paris and Kula Lumpur is \$19,580 per participant)
3. Accommodation & Taxes/VAT (if applicable) is not included in Program fee. Special rates will be available at venue hotel for the participants.
4. Special discount of 10% is offered for participants who pay their fees at least 45 days before start of the program.
5. Refund will not be considered where the participants cancel his registration less than 3 weeks before start of the program. Alternate nominations will be allowed anytime before program start.
6. All participants are required to fill in Participant Information form - on first day of the program. Each program Undergoes Customization to Better Meet Participant Present and Future Career Needs. Please be prepared to let the Instructor/s know about your organization's Special Needs, Interests or Initiatives.
7. It is always useful for participants to bring their existing problems or case studies, work-process flow charts or job related problems for discussion - consideration will be at sole discretion of the program director/s.
8. Provisional Registration: You can make a provisional registration by sending us an email – an official registration request can be made within 2 weeks. This will ensure we will reserve a seat. All provisional registrations automatically cancel 2 weeks before program start.
9. Please note: No Live Voice Requests for Registration or Provisional Registrations.

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