

Managing Know-How

Learn new perceptions, frameworks and techniques for addressing the issue of know-how (third-wave) organisations and for optimising the contribution of professional staff.

YOU WILL LEARN

- How organisations can create and nurture an appropriate environment for professionals
- The skills of recruiting, motivating, briefing and supporting the performance of professionals
- The tactics of balancing creative output with commercial performance

COURSE HIGHLIGHTS

1. Environment – Establishing Vision, Values, Culture, Ethics
2. Frameworks – Building Intellectual Assets
3. Skills – Handling Critical Incidents
4. Tactics – Balancing Professionalism with Profits
5. Style – Developing Objective Relationships

DURATION

2 days