

CORPORATE LEARNING INSTITUTE



SERVICE CATALOGUE



CORPORATE TRAINING • LEARNING DESIGN • TEAM DEVELOPMENT • FACILITATION • CONSULTANCY • PROJECT EVALUATION

Develop Your Team. Run a Successful Business.

Practical, participatory, tailor-made and measurable learning and consulting.

LEARNING • LEADERSHIP • PEOPLE • PERFORMANCE

CORPORATE LEARNING INSTITUTE

Who We Are

Corporate Learning Institute (CLI) is a training and consultancy organization serving companies, SMEs, NGOs/INGOs, development organizations, and government and public organizations in Myanmar. We help organizations strengthen people, teams, and performance through practical learning and tailored development solutions.

Our purpose

We work with each organization to understand its people, team, project, and performance challenges, then shape learning and consultancy support around the results it wants to achieve.

Who We Support

- Companies and business organizations
- Small and medium-sized enterprises (SMEs)
- Local and international NGOs (NGOs/INGOs)
- Development organizations and project teams
- Government and public organizations

How We Work

- Start with the organization's needs, context, participants, and expected results.
- Use practical, participatory methods so people can practise and apply what they learn.
- Tailor programs, materials, and delivery to the organization rather than relying on a one-size-fits-all package.
- Agree on suitable ways to review learning, application, and results.

Our Service Portfolio

CLI offers seven connected services. Organizations can engage one service or combine services into a tailored assignment.

SEVEN CONNECTED SERVICES • ONE PRACTICAL PARTNER			
01 Corporate & Public Training	02 Instructional Design	03 Team Building	04 Professional Facilitation
05 HR & Organizational Development	06 Project Effectiveness & Evaluation	07 Process Consultancy	NEEDS → DESIGN → RESULTS

WHAT CLI PROVIDES

Seven Services

Each engagement is shaped around the organization's context, intended participants, and desired results. Scope and deliverables are agreed before work begins.

01 Corporate & Public Training

We design and deliver practical programs for employees, supervisors, managers, leaders, project teams, and public-sector professionals. Programs are available in-house and, where scheduled, through CLI public courses.

Typical focus: Leadership and management; communication and soft skills; HR management; customer service and sales; personal and professional development; community and project management; workplace performance skills.

Intended result: Stronger role-based capability and practical workplace application.

02 Corporate & Project Instructional Design

We develop learner-focused programs and materials that fit an organization's needs, learning goals, and operating context.

Typical focus: Training curricula; facilitator guides; participant workbooks; job aids; learning activities; cases and simulations; assessments.

Intended result: A consistent, usable learning experience that trainers can deliver with confidence.

03 Team Building Programs

We design inclusive, experiential team development around each group's goals, participant mix, and workplace realities.

Typical focus: Teamwork and trust; communication; cross-functional collaboration; shared decision-making; problem solving; team commitments.

Intended result: Participants practise collaboration and identify practical ways to improve how the team works.

WHAT CLI PROVIDES

Seven Services Continued

04 Professional Facilitation

We plan and facilitate structured conversations so groups can examine complex issues, hear multiple perspectives, and agree on next steps.

Typical focus: Corporate meetings; strategic planning; management retreats; project reviews; stakeholder workshops; reflection sessions.

Intended result: Focused participation, shared understanding, and clear agreed actions.

05 Human Resource & Organizational Development

We support stronger people practices and organizational capability through needs-based HR and OD advice.

Typical focus: Training needs analysis; competency development; performance improvement; culture development; L&D planning; employee engagement.

Intended result: Clearer priorities and practical plans for strengthening people systems and capability.

06 Project Effectiveness & External Project Evaluation

We assess project relevance, effectiveness, efficiency, impact, and sustainability using reliable data and stakeholder perspectives.

Typical focus: Baseline, midline, and endline studies; mid-term and final evaluations; qualitative and quantitative data collection; lessons learned; recommendations.

Intended result: Evidence that supports accountability, learning, decisions, and project improvement.

07 Process Consultancy

We work with stakeholders to understand the people, process, and system causes behind organizational challenges and co-create sustainable responses.

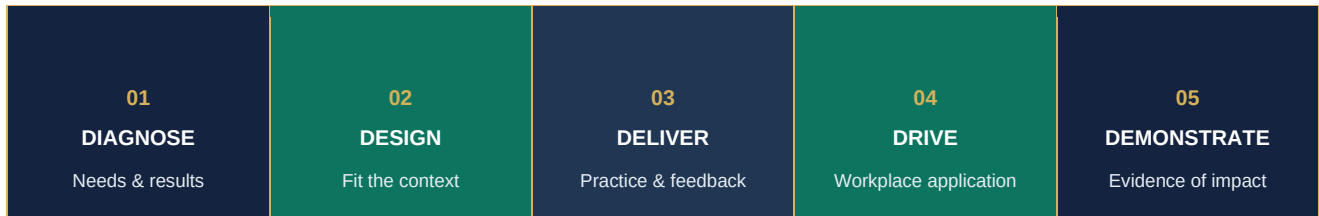
Typical focus: Problem clarification; stakeholder dialogue; joint diagnosis; solution design; implementation support; review and follow-up.

Intended result: A practical response to root causes, with shared ownership of change.

SIGNATURE METHODOLOGY

CLI 5D Learning Impact Framework

The CLI 5D Learning Impact Framework links a learning need to a suitable program, workplace application, and evidence of results. The stages help keep each engagement focused on what participants and the organization need to achieve.



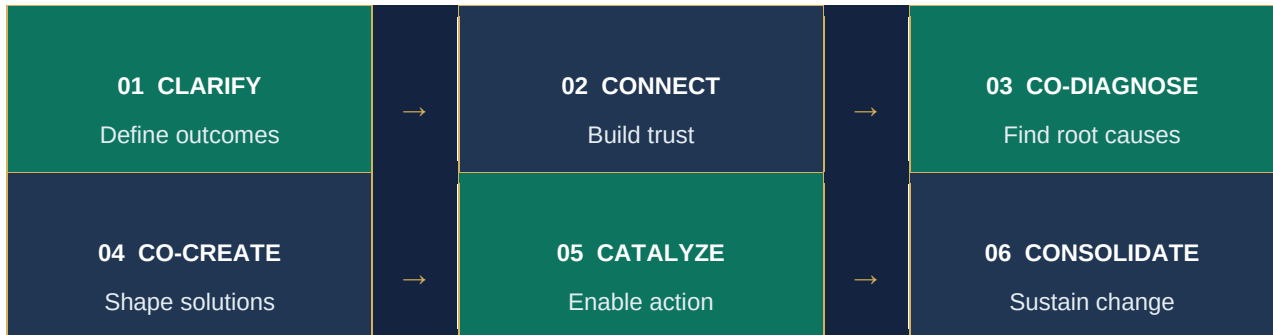
STAGE	HOW CLI APPLIES IT
01 Diagnose	Clarify business challenges, competency gaps, participant groups, context, and intended results.
02 Design	Create objectives, relevant cases, practical tools, learning activities, materials, and evaluation methods.
03 Deliver	Combine concise learning inputs with discussion, practice, case work, simulation, reflection, and feedback.
04 Drive	Support workplace use through action plans, job aids, manager support, application tasks, and follow-up.
05 Demonstrate	Review feedback, learning, workplace application, performance indicators, and available evidence of impact.

A tailored program begins with the work the organization wants people to do differently. Content, duration, activities, and review measures are agreed during planning.

SIGNATURE METHODOLOGY

CLI 6C Process Consultation Model

CLI's process consultancy approach helps clients examine organizational challenges collaboratively. The 6C model moves from a clear challenge to practical action and follow-through, while keeping ownership with the client organization.



STAGE	PURPOSE
01 Clarify	Define the challenge and the organizational or business outcomes the client wants.
02 Connect	Build trust and create a space where stakeholders can share perspectives openly.
03 Co-diagnose	Use evidence and stakeholder input to identify people, process, and system causes together.
04 Co-create	Develop solution options and an action plan that fit the context, resources, and goals.
05 Catalyze	Strengthen internal capability and action through facilitation, coaching, or suitable interventions.
06 Consolidate	Review results and reinforce the systems, practices, and follow-up that help change last.

A collaborative process

The client organization and CLI share the work of diagnosis, solution design, and review. The scope, roles, and expected outputs are agreed for each assignment.

TRAINING AND DEVELOPMENT

Corporate & Public Training

CLI designs and delivers in-house training around each organization's needs. Selected courses may also be offered through the public course calendar. The program titles below provide practical starting points; content, level, cases, activities, duration, and evaluation can be tailored to the participant group and intended results.

Program details

Durations, learning hours, and group sizes shown for established courses reflect the CLI Service Profile. Confirm the current scope and public-course availability with CLI. The youth leadership option is tailor-made, with duration and group size agreed during consultation.

Training Areas

Leadership & Management: Leadership, supervision, people management, planning, and performance.

Communication & Soft Skills: Communication, presentation, teamwork, coaching, workplace relationships, and personal effectiveness.

Human Resource Management: Recruitment, performance management, learning and development, and core people practices.

Customer Service & Sales: Customer experience, selling, merchandising, marketing, and service improvement.

Personal & Professional Development: Self-management, confidence, career readiness, workplace conduct, and life skills.

Community Development & Project Management: Project cycle management, community participation, facilitation, monitoring, and evaluation.

Workplace Performance Skills: Report writing, proposal writing, administration, problem solving, planning, and organizing.

CORPORATE & PUBLIC TRAINING

Personal and Professional Development

Programs to strengthen self-management, communication, confidence, career readiness, and practical workplace skills.

PROGRAM SPOTLIGHT

Personal and Professional Development

Self-awareness • communication • confidence • career readiness



01 Personal Development

3 days | 24 learning hours | Up to 25 participants

Suitable for: Employees, early-career professionals, and individuals preparing for work or career growth.

Learning contents: Private Victory • The Habit of Personal Vision • The Habit of Personal Leadership • The Habit of Personal Management • Public Victory • The Habit of Interpersonal Leadership • Principles of Empathic Communication • The Habit of Creative Cooperation • The Habit of Renewal • The Seven Habits Paradigm

02 Developing Your Personal Brand

2 days | 16 learning hours | Up to 25 participants

Suitable for: Employees, early-career professionals, and individuals preparing for work or career growth.

Learning contents: What is Personal Brand? • Reasons for Branding • Personal SWOT Analysis • Understanding your Personality • Understanding your Values • Multiple Intelligences • Define your Identity • Skills Audit • Personal Branding Canvas

03 Self-Management

2 days | 16 learning hours | Up to 25 participants

Suitable for: Employees, early-career professionals, and individuals preparing for work or career growth.

Learning contents: Knowing Yourself • Self Management • Johari Window Model • Understanding your Personality • Understanding your Values • Personal SWOT • Multiple Intelligences • Define your Career Goal • Skill Audit • Career Development Plan • Managing your Time

CORPORATE & PUBLIC TRAINING

Personal and Professional Development Continued

04 Effective Communication Skills

3 days | 24 learning hours | Up to 25 participants

Suitable for: Employees, early-career professionals, and individuals preparing for work or career growth.

Learning contents: Why Communication is important? • Communication Process • Types of Communication • Perspectives in Communication • Communication Model • Listening Skill • Questioning Skill • Feedback Skill • Improving Communication Skills

05 Presentation and Public Speaking

3 days | 24 learning hours | Up to 25 participants

Suitable for: Employees, early-career professionals, and individuals preparing for work or career growth.

Learning contents: Communication Concept • Types of Presentation • Characteristics of Effective Presentation • Steps for Effective Presentation • Basic Types of Public Speaking • Strategies for Becoming a Better Speaker • Essential Skills for Presenter • Don'ts for Presenter • Dealing with Questions

06 Mindset and Attitude in the Workplace

2 days | 16 learning hours | Up to 25 participants

Suitable for: Employees, early-career professionals, and individuals preparing for work or career growth.

Learning contents: Mindset: The Psychology of Success • Two Mindsets • Motivation Framework Supporting Mindsets • What is Attitude? • Factors that Determine Attitude • Types of Attitude • Components of Attitude • The Can Do Attitude • Changing Attitude in the Workplace • Assertive Behaviors in the Workplace

07 Planning and Organizing Skills

2 days | 16 learning hours | Up to 25 participants

Suitable for: Employees, early-career professionals, and individuals preparing for work or career growth.

Learning contents: Why do we Need to Plan? • Management Planning Process • SMART Goal Setting • Resource Allocation • Organizing Process • Skill Needed for Successful Planning and Organizing

CORPORATE & PUBLIC TRAINING

Personal and Professional Development Continued

08 Report Writing

2 days | 16 learning hours | Up to 25 participants

Suitable for: Employees, early-career professionals, and individuals preparing for work or career growth.**Learning contents:** Purpose of Reporting • Different Purposes of Reports • Creating Structure of a Report • Preparation and Planning • Data Collecting and Handling Information • Achieving a good style of Reports • Improving the Presentation of your Report • Common Types of Report • Professional Writing

09 Proposal Writing

2 days | 16 learning hours | Up to 25 participants

Suitable for: Employees, early-career professionals, and individuals preparing for work or career growth.**Learning contents:** Why Proposal is Important? • Why Proposal Fails? • Factors Need to Consider in Writing Proposal • Elements of a Proposal • Approaches to Write a Proposal • Situational Analysis • Work Breakdown Structure • Budgeting

10 Pre-employment and Employability Skills Development Program

7 days | 56 learning hours | Up to 25 participants

Suitable for: Employees, early-career professionals, and individuals preparing for work or career growth.**Learning contents:** Understanding Personality Types • Understanding Multiple Intelligences • Managing Yourself • Career Development Planning • Effective Teamwork • Good Followership • Effective Communication • Time Management • Presentation Skills • Customer Awareness • Basic Organizational Knowledge • Creating Effective Resumes • Job Application and Interviews • Work Ethic • Work Related Attitudes

11 Corporate Soft Skills Development Program

14 days | 122 learning hours | Up to 25 participants

Suitable for: Employees seeking broad workplace and personal effectiveness skills.**Learning contents:** Soft Skills Foundations • Self-Confidence and Self-Esteem • Communication • Listening and Questioning • Presentation Skills • Teamwork • Leadership • Problem Solving • Time Management • Networking • Negotiation • Motivation • Positive Assertiveness • Anger and Stress Management • Work-Life Balance • Growth Mindset • Positive Mental Attitude • Ethics • Corporate Etiquette

CORPORATE & PUBLIC TRAINING

Personal and Professional Development Continued

12 Life Skills Development Program

10 days | 80 learning hours | Up to 25 participants

Suitable for: Youth and young adults preparing for a successful transition into adulthood.**Learning contents:** Self-Understanding • Positive Values • Goal Setting and Action Planning • Priorities and Time Management • Self-Confidence • Communication • Relationship Skills • Assertiveness • Emotional Coping • Self-Motivation • Leadership and Teamwork • Creative Thinking and Decision Making • Growth Mindset • Positive Mental Attitude • Personal Finance • Budgeting and Savings

13 Youth Leadership Development Program

Tailor-made duration and participant size, confirmed after consultation

Suitable for: Youth groups and young people preparing to lead in school, community, or early-career settings.**Learning contents:** Self-awareness and personal values • Communication and active listening • Teamwork and inclusive leadership • Decision-making and problem solving • Goal setting and action planning • Planning a small community or workplace initiative • Presenting commitments and next steps

Leadership and Team Development

Programs for teams and leaders to improve collaboration, leadership practice, management, and performance.

PROGRAM SPOTLIGHT

Leadership and Team Development

Leadership practice • collaboration • management • performance



14 Team Building

3 days | 24 learning hours | Up to 25 participants

Suitable for: Supervisors, managers, team leaders, and staff preparing for leadership responsibilities.**Learning contents:** Meaning and Nature of Team • The Difference Between Team and Group • Team Development Process • Characteristics of Effective Team • Team Behaviors • Team Communication • Team Coordination • Trust Building in a Team • Team Leadership Styles • Team Problem Solving • Team Decision Making

CORPORATE & PUBLIC TRAINING

Leadership and Team Development Continued

15 Building Team Through Effective Communication**3 days | 24 learning hours | Up to 25 participants****Suitable for:** Supervisors, managers, team leaders, and staff preparing for leadership responsibilities.**Learning contents:** Nature of Team • Building a Successful Team • Team Development Process • Effective Communication in a team • Choosing Communication Channel • Asking Question Effectively • Active Listening Skill • Team Coordination • Building Trust among Team Members • Team Leadership Window • Team Problem Solving • Team Decision Making • Dealing with Team Members**16 Developing Effective Leadership Skills****3 days | 24 learning hours | Up to 25 participants****Suitable for:** Supervisors, managers, team leaders, and staff preparing for leadership responsibilities.**Learning contents:** The significance of Leadership • Management and Leadership compared • Qualities of Leadership • Functions of Leadership • Leadership Skills • Effective Followership • Powers of a Leader • Strategic Responses of a Leader • Intelligence of a Leader • 21st Century Leadership**17 Competencies of Great Leader****2 days | 16 learning hours | Up to 25 participants****Suitable for:** Supervisors, managers, team leaders, and staff preparing for leadership responsibilities.**Learning contents:** Meaning of Leadership • The Difference Between Management and Leadership • Characteristics of a Great Leader • Leading with Heart and Brain Consistently • Leadership Loop • Leadership Styles • Powers of a Leader • Functions of a Leader • Situational Leadership Model • Intelligences of a Great leader**18 Leading Successful Change****2 days | 16 learning hours | Up to 25 participants****Suitable for:** Supervisors, managers, team leaders, and staff preparing for leadership responsibilities.**Learning contents:** Meaning and Nature of Change • Types of Change • Force Field Analysis • Barriers to Change • Change Strategies • Overcoming Resistance to Change • Change and Consultation • Developing Change Model • Organizational Analysis • Change and OD

CORPORATE & PUBLIC TRAINING

Leadership and Team Development Continued

19 Followership**2 days | 16 learning hours | Up to 25 participants****Suitable for:** Supervisors, managers, team leaders, and staff preparing for leadership responsibilities.**Learning contents:** What is Followership and who is Follower? • Two Dimensions of Followership • Five Types (or) Styles of Followers • Four Common Reasons of Following Leader • Ten Rules of Good Followers • Four Ways to Influence your Leader**20 Coaching for Superior Performance****2 days | 16 learning hours | Up to 25 participants****Suitable for:** Supervisors, managers, team leaders, and staff preparing for leadership responsibilities.**Learning contents:** Understanding Coaching • Benefits of Coaching • Coaching Approaches • Competencies for Effective Coaching • The Coaching Wheel • Coaching Process (G.R.O.W) • Giving Feedback Effectively • Learning to Listen • Asking Questions • Observation Skill**21 Foundation of General Management****3 days | 24 learning hours | Up to 25 participants****Suitable for:** Supervisors, managers, team leaders, and staff preparing for leadership responsibilities.**Learning contents:** Meaning and Nature of Management • Functions of Management • Planning in Organization • Organizing in Organization • Staffing in Organization • Directing in Organization • Controlling in Organization • 14 Principles of Management • Managing your Time • Problem Solving and Decision Making Skill**22 Executive Development Program****3 days | 24 learning hours | Up to 25 participants****Suitable for:** Supervisors, managers, team leaders, and staff preparing for leadership responsibilities.**Learning contents:** Modern Management • Leading with Strategy • Organisational Diagnosis • Organization Development Programs • Organisational Dynamics • Change Models • The Steps to Effective Change • The Benefits of Change • Planning the Change Programs • Organisational Transformation

CORPORATE & PUBLIC TRAINING

Leadership and Team Development Continued

23 Management Development Program**5 days | 40 learning hours | Up to 25 participants****Suitable for:** Supervisors, managers, team leaders, and staff preparing for leadership responsibilities.**Learning contents:** Meaning and Nature of Management • Functions of Management • Planning in Organization • Organizing in Organization • Staffing in Organization • Directing in Organization • Controlling in Organization • 14 Principles of Management • Management for the 21st Century • Managing your Time • Problem Solving & Decision Making • Decision Making Strategies • Costing and Cash Management**24 Supervisory Development Program****5 days | 40 learning hours | Up to 25 participants****Suitable for:** Supervisors, managers, team leaders, and staff preparing for leadership responsibilities.**Learning contents:** Definition and Role of a Supervisor • Competencies of an Excellent Supervisor • Johari Window Model • Effective Communication • Assertive Skills • Listening Skills • Questioning Skills • Observation Skills • Building and Maintaining a Team • Motivation Skills • Good Followership • Leadership Skills • Problem Solving Techniques • Managing Time**25 Managerial Skills Development Program****12 days | 96 learning hours | Up to 25 participants****Suitable for:** Managers and professionals seeking to strengthen their managerial practice.**Learning contents:** Fundamentals of Management • Managing Oneself • Effective Team Management • Leadership Skills • Interpersonal Skills • Observation and Feedback Skills • Public Speaking • Problem Solving and Decision Making • Conflict Resolution and Negotiation • People Management • Meeting Facilitation • Coaching for Performance • Basic Finance and Budgeting • Team Work Ethic • Growth Mindset at Work • Positive Workplace Attitude

CORPORATE & PUBLIC TRAINING

Business and Entrepreneurship

Programs for entrepreneurs and business teams to develop business ideas, plans, and core management skills.

PROGRAM SPOTLIGHT

Business and Entrepreneurship

Business ideas • planning • finance • growth



26 Start Up Your Own Business

5 days | 40 learning hours | Up to 20 participants

Suitable for: SME owners, aspiring entrepreneurs, and business teams.

Learning contents: Personal Entrepreneurial Characteristics • Business Plan Puzzle • Selection of Best Business Idea • Analysis on Business Idea • Market Segmentation, Targeting and Positioning • Organization and Management Plan • Total Cost and Cash Management • Financial Planning • Create a Successful Business Plan

27 Basic Business Skill Improvement

5 days | 40 learning hours | Up to 20 participants

Suitable for: SME owners, aspiring entrepreneurs, and business teams.

Learning contents: Understanding Basic Concepts of Entrepreneurs • Identifying the Personal Strengths • Dealing with Different Actors • SWOT Analysis and Strategy Matrix • Goal Setting • Generating a Business Idea • Business Plan Puzzle • Basic Elements of Marketing • Cost Categories and Cash Management • Working in a Team and Organization • Effective Time Management • Successful Delegation

28 Introduction to Business Management

3 days | 24 learning hours | Up to 25 participants

Suitable for: SME owners, aspiring entrepreneurs, and business teams.

Learning contents: Self-awareness • Goal Setting • Johari Window Model • Personal Balance Sheet • Cooperation with Others • Marketing • Cost Categories • Break Even Story • Managing your Business • Time Management and Delegation • Analysis on your Business

CORPORATE & PUBLIC TRAINING

Business and Entrepreneurship Continued

29 Creating a Successful Business Plan

5 days | 40 learning hours | Up to 20 participants

Suitable for: SME owners, aspiring entrepreneurs, and business teams.

Learning contents: Personal Entrepreneurial Characteristics • Finding the Best Business Idea • Analyze the Business Idea • Analyze your Market and Competitors • Create a Marketing Plan • Create a Production Plan • Structuring your Organization • Financial Planning • Create a Successful Business Plan

30 Entrepreneurial Skills Development Program

7 days | 56 learning hours | Up to 25 participants

Suitable for: Qualified applicants who want to start a business or grow an existing enterprise.

Learning contents: Entrepreneurship Foundations • Personal Strengths • Working with Stakeholders • SWOT Analysis and Strategy Matrix • Goal Setting • Business Idea Generation • Business Planning • Organization and Staff Management • Marketing • Cost Categories • Communication • Managing Change • Cooperation and Competition • Teamwork • Leadership and Management • Time Management • Delegation

Human Resources and Administration

Programs that build practical HR knowledge, people-management capability, and office administration skills.

PROGRAM SPOTLIGHT

Human Resources and Administration

People practices • recruitment • performance • capability



31 Human Resource Management

3 days | 24 learning hours | Up to 25 participants

Suitable for: HR practitioners, line managers, and office administration staff.

Learning contents: The Concept of HRM • People Resourcing • The Practice of Learning and Development • The Practice of Performance Management • The Practice of Reward Management • The Practice of Employee Wellbeing • HR Skills

CORPORATE & PUBLIC TRAINING

Human Resources and Administration Continued

32 Recruitment and Selection**2 days | 16 learning hours | Up to 25 participants****Suitable for:** HR practitioners, line managers, and office administration staff.**Learning contents:** Recruitment and Selection Policy • Recruitment and Selection Framework • Raising a Hiring Requisition • Identifying Recruitment Channels • Internal Recruitment • Selection Methods • Conducting an Interview • Recruitment and Selection Tools**33 Performance Management****2 days | 16 learning hours | Up to 25 participants****Suitable for:** HR practitioners, line managers, and office administration staff.**Learning contents:** Responsibilities for Performance • What is Performance Management? • Basic Performance Management Cycle • Employees Want • The Performance Management Process • Performance Review and Appraisal • Managing Performance Improvement • Solving Tougher Performance Problems**34 Learning and Development****2 days | 16 learning hours | Up to 25 participants****Suitable for:** HR practitioners, line managers, and office administration staff.**Learning contents:** Learning and Development Defined • Components of Learning and Development • Learning Theories • Learning Styles • Organizational Learning • The Practice of Learning and Development • Approach to Learning and Development**35 HR for Non-HR Managers****3 days | 24 learning hours | Up to 25 participants****Suitable for:** HR practitioners, line managers, and office administration staff.**Learning contents:** Defining Human Resources • The HRM role of line managers • The role of the HR function • Selecting and Orienting Most Qualified Candidates • Conducting Performance Appraisal • Training and Developing Subordinates • Identifying and Managing the Reward System

CORPORATE & PUBLIC TRAINING

Human Resources and Administration Continued

36 Office Administration

2 days | 16 learning hours | Up to 20 participants

Suitable for: HR practitioners, line managers, and office administration staff.

Learning contents: Introduction to Office Administration • Functions of Administration • Different Tasks of Administration • Skills and Qualities of Administrator • External Office Communications • Effective Internal Customer Care • General office Management • Physical Resources Management • Office Safety Management • Time Management for the Busy Office Professional

Marketing, Sales and Customer Experience

Programs covering market understanding, selling, merchandising, customer service, and marketing practice.

PROGRAM SPOTLIGHT

Marketing, Sales and Customer Experience

Market insight • selling • customer care • service



37 Principles of Marketing Part 1

2 days | 16 learning hours | Up to 25 participants

Suitable for: Sales, marketing, merchandising, and customer-facing teams and their managers.

Learning contents: Creating and Capturing Customer Value • Partnering to Build Customer Relationships • Managing Marketing Information to Gain Customer Insights • Consumer Markets and Consumer Buyer Behavior • Business Markets and Business Buyer Behavior

38 Principles of Marketing Part 2

3 days | 24 learning hours | Up to 20 participants

Suitable for: Sales, marketing, merchandising, and customer-facing teams and their managers.

Learning contents: Customer-Driven Marketing Strategy • Building Customer Value • New Product Development and Product Life-Cycle Strategies • Major Pricing Strategies • Marketing Channels • Integrated Marketing Communications Strategy • Building Direct Customer Relationships

CORPORATE & PUBLIC TRAINING

Marketing, Sales and Customer Experience Continued

39 Marketing Management Part 1**3 days | 24 learning hours | Up to 25 participants****Suitable for:** Sales, marketing, merchandising, and customer-facing teams and their managers.**Learning contents:** Defining Marketing for the 21st Century • Developing Marketing Strategies and Plans • Collecting Information and Forecasting Demand • Conducting Marketing Research • Creating Long-term Loyalty Relationships • Creating Brand Equity • Crafting the Brand Positioning**40 Marketing Management Part 2****3 days | 24 learning hours | Up to 25 participants****Suitable for:** Sales, marketing, merchandising, and customer-facing teams and their managers.**Learning contents:** Setting Product Strategy • Designing and Managing Services • Developing Pricing Strategies and Programs • Designing and Managing Integrated Marketing Channels • Designing and Managing Integrated Marketing Communications • Managing Mass Communications • Managing Personal Communications**41 Fundamentals of Selling****3 days | 24 learning hours | Up to 25 participants****Suitable for:** Sales, marketing, merchandising, and customer-facing teams and their managers.**Learning contents:** Selling and Salesperson • Personal Selling • Personal Selling Process • Planning the Sales Call • Sales Presentation Methods • Designing the Sales Forces • Managing the Sales Force • Using Sales Time Effectively • Motivating Sales Representatives**42 Selling Skills****2 days | 16 learning hours | Up to 25 participants****Suitable for:** Sales, marketing, merchandising, and customer-facing teams and their managers.**Learning contents:** Sales and Sales Management • Consumer Buying Behavior • Selling Process • Sales Planning • Selling Steps • Sales Communication • Sales Presentation • Negotiation Skill • Sales Closing • Objection Handling

CORPORATE & PUBLIC TRAINING

Marketing, Sales and Customer Experience Continued

43 Effective Merchandising

2 days | 16 learning hours | Up to 25 participants

Suitable for: Sales, marketing, merchandising, and customer-facing teams and their managers.**Learning contents:** Merchandising Vs. Advertising • Understanding Consumer Behaviour at Retail Outlet • Principle of Merchandising • Merchandising Technique • Location of Merchandise Categories • Critical Points of Merchandising • Design, Layout and Visual Merchandising • Creating a Store Environment

44 Marketing for Non-Marketing Managers

3 days | 24 learning hours | Up to 25 participants

Suitable for: Sales, marketing, merchandising, and customer-facing teams and their managers.**Learning contents:** Introduction to Marketing • What is Marketing? • The Importance of Marketing Within an Organisation • Environment Analysis • Understanding your Customers • Segmenting the Market • Profiling Your Customers • Targeting and Positioning • Introduction to the Marketing Mix • Understanding What is Product and its Components • Different Pricing Strategies • Introduction to The Promotional Mix

45 Customer Service 101

3 days | 24 learning hours | Up to 25 participants

Suitable for: Sales, marketing, merchandising, and customer-facing teams and their managers.**Learning contents:** Nature of Customer Service • The Basis of Customer Service • Effective Communication with Customers • Relationship Building • Putting your Customers First • Difficult Customer Contacts • The Total Package • Always Be your Best

46 Creating Excellent Customer Service

2 days | 16 learning hours | Up to 25 participants

Suitable for: Sales, marketing, merchandising, and customer-facing teams and their managers.**Learning contents:** Customer Service Defined • Expectations of Customer • Keeping Internal Customers Satisfied • Building Healthy Relationship with Customer • Customer Satisfaction and Delight • Complaints Handling • Customer Retention Strategies

CORPORATE & PUBLIC TRAINING

Project and Community Development

Programs for project and community teams working on planning, participation, implementation, and evaluation.

PROGRAM SPOTLIGHT

Project and Community Development

Planning • participation • implementation • evaluation



47 Project Management Fundamentals

3 days | 24 learning hours | Up to 25 participants

Suitable for: NGO/INGO, development project, community, and field teams.

Learning contents: Definition of Project • Definition of Project Management • Project Characteristics • Objectives of Project Management • Importance of Project Management • Project life cycle and its Phases • Project Audit • Process of Project Management

48 Community Development Process

2 days | 16 learning hours | Up to 25 participants

Suitable for: NGO/INGO, development project, community, and field teams.

Learning contents: What is Community? • Community Development • Community Development Process Model • Community Participation • Building Trust in Community • Facilitation Skills in Community Communication Process • Community Leadership • Community Meeting Management • Participatory Decision Making

49 Community Facilitation

3 days | 24 learning hours | Up to 25 participants

Suitable for: NGO/INGO, development project, community, and field teams.

Learning contents: Community Development • Community Participation and Accountability • Trust building • The Important of Facilitation in Community Development • Facilitation Skills • Facilitation Methods • Community Meeting Management

CORPORATE & PUBLIC TRAINING

Project and Community Development Continued

50 Project Cycle Management

3 days | 24 learning hours | Up to 25 participants

Suitable for: NGO/INGO, development project, community, and field teams.**Learning contents:** Introduction to Project Cycle Management • Project Assessment • The Analysis Phase • The Planning Phase • The Implementation Phase • Using the Logical Framework • Monitoring and Evaluation

51 Monitoring and Evaluation

2 days | 16 learning hours | Up to 25 participants

Suitable for: NGO/INGO, development project, community, and field teams.**Learning contents:** Meaning and Nature of Monitoring and Evaluation • Purpose of Monitoring and Evaluation • Logical Frame Work • Types of Monitoring • Monitoring Questions • Evaluation Questions • Monitoring and Evaluation Plan • Participatory Monitoring and Evaluation Strategies

52 Social Mobilization

3 days | 24 learning hours | Up to 20 participants

Suitable for: NGO/INGO, development project, community, and field teams.**Learning contents:** What is Community ? • Community Development Process • Participation Process • What is Social Mobilization? • Levels of Mobilization • Social Mobilization Cycle • Community Assessment Tools • Community Management • Focus Group Discussion

53 Participatory Rapid Appraisal

3 days | 24 learning hours | Up to 25 participants

Suitable for: NGO/INGO, development project, community, and field teams.**Learning contents:** Community Participation • Enhancing Participation through Facilitation • History and Application of PRA Tools • Time Related PRA Tools • Space Related PRA Tools • Social Related PRA Tools

54 Essential Skills for Development Professionals

12 days | 96 learning hours | Up to 25 participants

Suitable for: Development professionals working in NGOs, INGOs, and community-based organizations.**Learning contents:** Development Concepts • Community Work and Development • Professional Competencies • Teamwork and People Skills • Leadership • Interpersonal Communication • Time and Priorities • Stakeholder Networking • Community Facilitation • Project Management • Project Monitoring and Evaluation • Proposal Writing • Negotiation and Conflict Resolution • Managing Anger and Negative Feelings • Professional Attitude and Ethics

CORPORATE & PUBLIC TRAINING

Trainer and Facilitation Development

Programs for people who design learning, facilitate groups, and build capability in others.

PROGRAM SPOTLIGHT

Trainer and Facilitation Development

Learning design • facilitation • practice • assessment



55 Train the Trainer Program

5 days | 40 learning hours | Up to 20 participants

Suitable for: Trainers, facilitators, educators, and HR/L&D or project staff.

Learning contents: Planning for Training • Assessing Training Need • Developing Training Design • Training Logistics • Conducting the Training • Providing a Learning Environment • Establishing Trainer/ Trainee Relationships • Facilitation Tools and Techniques • Training Facilitation Methods to use • Practice Make Perfect • Managing the Trainees • Handling Dynamic Group • Managing Different Situations/ Difficult Trainees • Assessing the Training • Assessing Trainees • Follow up from Training

56 Training of Facilitative Trainer

7 days | 56 learning hours | Up to 20 participants

Suitable for: Trainers, facilitators, educators, and HR/L&D or project staff.

Learning contents: KASH Concept • Action Learning Cycle • Learning Methods and Styles • Teaching vs. Facilitation • Comfort, Stretch, Panic Zone–Tempo/ Energy • Space, Process, Outcome, Time • Skills and Attitude of Facilitator • Elements of Successful Learning • Facilitator Tool Kit • Scenario-Based Practical Exercise

57 Practical Facilitation Skills Development Program

7 days | 56 learning hours | Up to 25 participants

Suitable for: Facilitators, trainers, HR/OD/L&D professionals, and change agents.

Learning contents: Facilitation Fundamentals • Core Facilitator Competencies • Session Preparation and Design • Working Together • Facilitation Practice • Facilitation Methods • Group Attention and Energisers • Participatory Decision-Making • Assessment and Evaluation

WORKING WITH CLI

From Need to Practical Change

Every engagement is tailored to the organization's context, participants, project objectives, and intended results. CLI and the client agree the service, content, schedule, roles, deliverables, and review approach before delivery begins.

STEP	WHAT HAPPENS
01 Listen and clarify	Discuss the challenge, participant group, context, and how success will be recognized.
02 Shape the solution	Agree the service, content, schedule, delivery approach, responsibilities, and review measures.
03 Deliver collaboratively	Deliver the agreed training, facilitation, consultancy, instructional design, or evaluation assignment.
04 Review and strengthen	Review participation, application, findings, and next steps within the agreed scope.

Engagement Options

- In-house training for organization-specific learning needs.
- Public courses according to CLI's current course calendar.
- Project-based facilitation, consultancy, instructional design, or evaluation.
- Tailor-made programs that combine services where this supports the intended results.



CORPORATE LEARNING INSTITUTE

CORPORATE LEARNING INSTITUTE / SERVICE CATALOGUE

Book a Free Consultation

Tell CLI about your people, team, project, or performance challenge. A 30-minute conversation helps identify the right next step.



TRAINING NEEDS

Book a free 30-minute Training Needs Consultation

Discuss the participant group, current capability needs, learning goals, and workplace results you want. CLI can help you select a course or shape a tailored program.

INITIAL CONSULTATION

Book a free 30-minute Initial Consultation

For HR/OD, team building, facilitation, instructional design, project evaluation, or process consultancy. Briefly discuss the challenge, context, and practical next steps.

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Develop Your Team. Run a Successful Business.

Practical, participatory, tailor-made and measurable learning and consulting.