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## **Training Courses Classification List**

First: Different Basic Programs	M-1
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	<b>Training Program Name In English Language</b>	<b>Code</b>
1	Basics of Services Marketing	M-101
2	Basics of Public Relations	M-102
3	Basics of Finance	M-103
4	Basics of Administrative Skills	M-104
5	Basics of Negotiations Skills	M-105
6	Basics of NLP	M-106
7	Basics of Leaderships Skills	M-107
8	Basics of Orders & Regulations	M-108
9	Basic Training Techniques	M-109

**Second: Administrative Development Skills Program****M-2**

	<b>Training Program Name In English Language</b>	<b>Code</b>
	10 Decision Making & Problem Solving	M-201
	11 Communication	M-202
	12 Internal Customer Service	M-203
	13 Distinguished Customer Service	M-204
	14 Internal Customer Service/ Cabin Crew	M-205
	15 Simplifying Work Procedures	M-206
	16 Human Resources Management	M-207
New	17 Meetings Management	M-208
New	18 Personality Profiles	M-209
New	19 Career Excellence	M-210

Third: Behavior Skills Development Program

M-3

	<b>Training Program Name In English Language</b>	<b>Code</b>
20	Keys of Success	M-301
21	Self Esteem	M-302
22	Speed Reading	M-303
23	Goals Setting	M-304
24	Presentation Skill	M-305
25	Stress Management	M-306

**Objective**

To identify certain management concepts, and how to act in the various situations, and recognize the characteristics of Public Relations practitioners.

**General Outline**

Definition, concept and evolution, communication process in Public Relations (PR), facts of PR, the importance of PR, examples of PR work, how PR builds up image?, characteristics of PR practitioner, personality of PR practitioners, problems and solutions.

**Audience**

PR & Information Department employees, all staff directly dealing with the publics (internal and external), front line staff (sales, traffic, cargo, reservation etc.), officials' office managers, departmental head secretaries, departmental administrative affairs sectors, departmental project coordinators, and the various committees.

**Training Techniques**

Computer, exercises.

**Objective**

Promoting awareness of non-accountant staff at the Corporation's departments, who are periodically involved in the department's financial accounting and automated systems.

**General Outline**

Importance and objectives of accounting, basic concepts and accounting terms, general outline of documentary cycle used in the Financial Department and other KAC departments, how to benefit from the output of accounting system for balance sheets (projected and actual), preparing projected balance sheets, and financial statements (monthly closing).

**Audience**

All supervisory staff, from unit supervisor to head of section levels, and the equivalent in special jobs.

**Training Techniques**

Slides, case studies.

**Objective**

Familiarize staff with KAC's activities, objectives, powers, organizational structures, in addition to the fundamentals of management development and organizational relationships, to prepare them for taking over supervisory positions.

**General Outline**

Organizational objectives and structures of KAC departments, nature and importance of organization, organizational concepts and relationships, managerial techniques, managerial skills.

**Audience**

All executive staff and secretaries of KAC departments.

**Training Techniques**

Slides, data show, case studies.

**Objective**

Developing the basic negotiating skills by providing examples of the negotiation process and highlighting the psychological part of the persuasive communication process. Utilizing the knowledge aspect of the strategies and tactics used in the various situations in order to realize better negotiating achievements.

**General Outline**

Introductory demonstration of the types of negotiation, pre-negotiation planning, identifying negotiating objectives, analyzing the opposite party's position, communication skills necessary for negotiation, review and discussion of negotiating strategies and tactics, panel discussions with exercises in between.

**Audience**

Supervisory staff and special job equivalents, whose responsibilities include negotiating contracts or agreements, whether with other airlines, travel agents, government bodies, or procurement sectors. Also, area sales managers, and those working in sales promotion, whether in Kuwait Headquarters or external stations, may be involved.

**Training Techniques**

Data show, slides, simulations from KAC or outside, panel discussions, exercises.

**Objectives**

The program aims at quantitatively and qualitatively upgrading the productivity efficiency of staff involved in recruitment, whereby those who successfully pass the program will be able to perform their job duties and responsibilities successfully and accurately, and avoid violations. They will be provided with all legal and administrative information and principles relevant to their work, directly or indirectly. They will also have full understanding of the authority line and powers limitations. They will verify all procedures in terms of form and content, as well the soundness of individual decisions rendered in the recruitment affairs, and their conformity to all applicable laws, rules and regulations.

**General Outline**

Recruitment systems as per the applicable laws, regulations and resolutions, civil service systems applicable to the state and KAC staff simultaneously, a glance to the administrative decision (issuance, terms of correctness, basics, methods of complaints, method of withdrawal or revocation, methods of objection, cases of objection etc.).

## **Audience**

Staff involved in recruitment affairs, whose works cover specialties of applying laws, regulations and resolutions regulating the recruitment and civil service affairs, and who are entrusted with preparing individual decisions on personnel in line with the policies and schemes designated under the applicable systems.

## **Training Techniques**

Theoretical and practical lectures, questionnaires, exercises and case studies, visual transparencies.

**Objective**

Develop participants' skills in taking sound managerial decisions, by providing them with work tools and techniques that can help analyze problems and take decisions.

**General Outline**

The difference between problem solving and decision taking, balancing logic with expertise in innovation, managerial patterns of key personnel and supervisors, how to assess the alternatives available, forecast results and adopt best solutions, setting forth standards for assessment of decision and its consequences (results), practical case studies on problem solving and decision taking.

**Audience**

All supervisors, from unit supervisor to head of section levels, and the equivalent specialist jobs.

**Training Techniques**

Slides, case studies.



**Communications**Instructors: *Adel Bouresli & Sa'ad Al-Otaibi***Objectives**

Introduce communications and their benefits, objectives of communication at work, KAC communication system, simulation and listening, good listening practices, listening at work, good and bad habits in listening, short news meetings and their benefits, case studies on effective communication.

**Audience**

All supervisors, from unit supervisor to head of section levels, and the equivalent specialist jobs.

**Training Techniques**

Data show, case studies.

**Objective**

Adoption by participants of the internal customer service principle while dealing with work colleagues, primarily to improve productivity and realize best service for external customer.

**General Outline**

Endeavor to serve customers, self-motivation and helping others, service and participation principle, team work spirit, what the internal customer extends to customers is what the external customer needs, identifying variables, decision taking, evaluating variables, effective feedback for quality improvement, distinctive customer service reflects good service to internal customers, reasons for negative feedback and how to overcome pitfalls.

**Audience**

All supervisors, from unit supervisor to head of section levels, and the equivalent specialist jobs.

**Training Techniques**

Video tapes, slides, data show, case studies.

**Objectives**

Identify the best practices for enhancing personal skills and behavior, enabling provision of distinctive service that exceeds customer expectations.

**General Outline**

How the situations determine success or failure of distinctive service provision, situational concepts, how to convert negative situations into positive ones?, how to convert the so-called failure into positive experience?, how to control our thoughts? Feedback, difference between positive and negative persons, the importance of distinctive service, who is the customer?, how to succeed in our careers?, difference between the need and real desire of customer, what is service?, specifications and concept of distinctive service, know your customer!, converting general characteristics of service into specific standards, forbidden phrases in customer service, seven standards for more effective service, what motivates the customer to deal with you again?, seven steps for building a distinctive service system, importance of front-line staff, building a distinctive service system, recognizing the importance of how to satisfy furious and unhappy customers, personal abilities, skills and characteristics

hat should be inherent to service providers, organizational characteristics on which the service provider should be trained, what does customer satisfaction depend on?, four basic customer needs, why is it important to care for and satisfy furious customers?, statistics on reasons for non-persuaded customers shun from buying, how important is a complaint?, what are the reasons for customer fury and how to deal with complaints?, how to learn from our dealing with furious customer?, furious customers wishes to (...) what should I do after the furious customer goes away?

### **Audience**

All staff dealing with KAC customers.

### **Training Techniques**

Data show, slides, and exercises.

**Objectives**

Familiarizing the front-line staff with the techniques and skills necessary to serve the customer, and associating the customer satisfaction with KAC objectives.

**General Outline**

Defining the service, defining the customer, associating service with product, how to market the product, requirements for distinctive performance, concept of service=return=profitability, skills and techniques for dealing with customers and the role of effective communication in achieving distinctive service, listening skills, problem-solving and gaining customer confidence, overcoming tension and stress at work.

**Audience**

Hospitality crew job occupants, Flight Service Department.

**Training Techniques**

Data show, videotapes, slides, case studies.



**Objective**

Familiarizing participants with the importance of improving and identifying work techniques, identifying their weaknesses, and proposing methods of achieving work flow for improving productivity and developing performance.

**General Outline**

Fundamentals of managerial development, general concepts of correlation between organizational policies, procedures, and powers and job duties, evaluating the current situation of work procedures at the department level, required characteristics for work procedures, reasons for simplifying work procedures, steps for simplifying work procedures, hat can be achieved from a department work manual.

**Audience**

All supervisors, from unit supervisor to head of section levels, and the equivalent specialist jobs.

**Training Techniques**

Data show, slides, case studies.

**Note**

This training course will be introduced to all KAC departments. This should take place independently for each department. Each department shall coordinate with the Human Resources Development Dept. – Managerial Training Sector, accordingly.

**Objective**

Introduce human resources operations and how to maximize benefit from human elements.

**General Outline**

Organizational structure and job analysis, human resources planning, identifying manpower requirements, identifying required jobs, analyzing work force turnover, analyzing manpower deficits and surpluses, selection and appointment.

**Audience**

All supervisory and managerial jobs relating to personnel and administrative affairs.

**Training Techniques**

Data show, transparencies.

**Objective**

Enhancing communication skills and smooth dealing with others.

**General Outline**

- Defining personal patterns using DISC system.
- Effect of personal patterns on individuals and their dealing with others.
- Characteristics, strengths and weaknesses of each pattern.
- Preferable work style of each pattern.
- Identifying dealing techniques with team members as per their personal patterns.
- Importance and strength of each work team pattern.

**Audience**

All KAC employees.

**Training Techniques**

Data show, slides, case studies.

Career

M-210

**Excellence**

Instructor: *Naji Atiya*

### **Objective**

Providing participants with basic knowledge and attitudes to develop their skills in realizing managerial excellence for upgrading job performance within the work environment.

### **General Outline**

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### **Audience**

All supervisors and the equivalent specialist jobs.

### **Training Techniques**

Data show, case studies, practice, panel discussion.

**Objective**

Identifying the best methods for utilizing energy and abilities of participants by developing their skills in order to maintain positive view and enhance their stances toward live situations.

**General Outline**

How to maintain a positive mental position? How to convert self-talk from negative into positive? How to identify your self-consideration? How to identify your own view of life? How to gain a pleasant personality through your work relationships?

**General Outline**

All supervisors and specialist job occupants.

**Training Techniques**

Data show, videotape, slides, case studies, fast-learning techniques (mental map, cross words, information game).

**Objectives**

Identify the importance of individual self-building, being the cornerstone for success, identify causes of self- disrespect, and how to build and upgrade our motivations.

**General Outline**

Defining self-respect and its importance, recognizing symptoms and causes of self-disrespect, using self-building strategies, what happens to us is a reflection of what is in our minds, using positive assurances for self-building, converting the so-called failure into a positive experience leading to success, using  $E+R=O$  formula for participants to attain their vital goals, using the  $G=A+RT$  formula for self-development, identifying and focusing on individual strengths, identifying and avoiding weaknesses, the participant will recognize his/her vision o life, the participant will set up personal goals, and a plan to achieve them.

**Audience**

All supervisors, from unit supervisor to head of section levels, and the equivalent specialist jobs.

**Training Techniques**

Data show, slides, case studies, video, fast learning techniques (mental map, information game).

**Objective**

For those who read plenty of documents, books and magazines. They will be able to read faster and apprehend and keep information better.

**General Outline**

What are the factors contributing to reducing the rates of reading? What do we need to activate our minds? How to measure reading speed? Factors of speed-reading, the importance and practice of relaxation, the importance of using positive assurances, who to get rid of recession problem? Correct and faulty hand positioning while reading, how to eliminate pronunciation problems? How to increase the scope of our concentration? The right method of turning pages over, skimming, what is the optimal method to overcome information oblivion? Increasing absorption using SQ3R technique, the optimal technique for increasing personal audio, visual, sensational absorption, and mental map.

**Audience**

All supervisors, from unit supervisor to head of section levels, and the equivalent specialist jobs.

**Training Techniques**

Data show, case studies.

Goals

M-304

Setting

Instructor: *Waleed Al-Roumi*

### Objective

Develop individual skills to determine and formulate objectives by recognizing individual values and principles. Participants will be able to design an action plan for excellence in life.

### General Outline

What makes success? Beware of your thoughts! Identifying individual thoughts and values, what do you want to be you get, what do you actually want in your life? Exercise to recognize your life balance wheel (ten aspects of objectives), concepts and definitions of objectives, the importance of setting, formulating and writing objectives, difference between objective and output or result, formulating the objective as per Smarter formula, objective identification requirements, brain storming to identify your objectives, prioritizing objectives, 10 ways to establish objectives in your mind, positive assurances, 5 steps to achieve any objective, objective planning system.

### Audience

All staff segments who believe they are making their lives.

### Training Techniques

Data show, slides, video, case studies, fast learning techniques (mental map, information game).

**Objective**

The skills of speaking before a group of people is essential for success. However, fearing confrontation would impair such success. During this training program you will not only see how to deal with fear from facing publics, but we will make you look forward to speaking in public confidently and utilize any chance to speak strongly before the public.

**General Outline**

Using breathing positive thinking exercises to live with and minimize fear, recognizing the public, recognizing steps for preparing and writing the speech, employing body language positively, using visual aids to support speech, learning how to keep public interest during speech, paving the road for continuing speech.

**Audience**

All those whose work requires speech before a group of people.

**Training Techniques**

Lectures, panel discussions, brain storming, exercises (each participant will deliver at least one speech during the program).



**Objectives**

Recognizing pressures, their reasons, symptoms, results and how to manage them for a better life.

**General Outline**

Introduction and definitions, symptoms of anxiety psychological and neural stress, reasons for anxiety, how to measure anxiety? Miscellaneous tests, various ways for anxiety management, consciousness and unconsciousness, relaxation, auto suggestion, outer suggestion.

**Audience**

All KAC staff.

**Training Techniques**

Video, recorder and CDs.