

# Transforming Tomorrow's Leaders

Keep Ahead of Change with CIM's Customised Executive Training Programs



# Learn to solve tomorrow's business challenges today



CIM offers bespoke executive training to senior Directors and high-potential managers, as well as specialised, custom-built consulting in various business areas.

CIM Executive Training and Consulting is customised around the needs of our select partner organisations. From intensive one-day courses focused on a specific area of interest and executive certificates on a particular management topic, to tailor-made consulting in HR, marketing management, and strategic management, our portfolio of non-degree programmes and consulting services provides business professionals with targeted and flexible means to further their knowledge, advance their career, and position their organisations for future growth.

As Cyprus's leading business school, The Cyprus Institute of Marketing (CIM) has been offering top-level business education and training for over 38 years. CIM has been operating in Nicosia since 1978 and in Limassol since 1984.

## Training programmes

All organisations, irrespective of management structure, face significant and strategic changes. At CIM, we work with large private corporations, government agencies, industry associations and smaller companies to provide solutions to all types of challenges.

CIM training programmes create lasting value for executives and their organisations through a unique blend of scholarly research, innovative methods of teaching, and emphasis on practical application.

We design and deliver our training programmes after consultation with an organisation's executives and staff and following in-depth study of its needs, thereby ensuring quality, applicability and tangible benefits.

Our custom-made programmes incorporate case application, group discussions, knowledge sharing, and short, focused lectures.



## Dynamic Partnerships

CIM Executive Training programmes respond to a variety of strategic leadership and management challenges. We help executives navigate many different issues, including the following:

- / Align corporate culture with strategic vision
- / Foster entrepreneurial thinking at all levels
- / Manage change due to growth, integration or new leadership
- / Build sustainable leadership capacity for succession planning
- / Strengthen business and financial acumen
- / Deal with the challenges and understand the opportunities of globalisation
- / Nurture and retain high-potential employees
- / Balance short-term results with long-term growth

At the heart of our approach to training and consulting is collaboration: building lasting and mutually beneficial relationships with business executives and their organisations. Our best business minds will match your top business managers.

Some CIM customised Executive Training programmes have been running for decades, with accumulated attendance of more than 3,000 participants.

Our Executive Training programmes may be organised upon request and approval, in collaboration with one of our many international partners. These include Cranfield University, University of West London and Training Qualifications UK - all world renowned leaders in executive training.



*Cranfield*  
UNIVERSITY

Training  
Qualifications UK  
Inspire • Achieve • Succeed

UNIVERSITY OF  
WEST LONDON  
The Career University

## Language of instruction

The majority of our training programmes are offered in either Greek or English, but we have also executed a number of programmes in Russian, Chinese, and Arabic.

## Venue

We can deliver programmes at our purpose-built premises in Nicosia or Limassol, but we can also deliver in-house programmes at your organisation's premises or at a venue of your preference (e.g. a hotel or a conference centre).

## Examples of programmes we can deliver

- / Strategic Management
- / Marketing, Sales and Innovation
- / Digital Marketing
- / Presentation Skills
- / Negotiation Skills
- / Communication Skills
- / Financial Management
- / People Skills and Leadership
- / Business English
- / Marine and Aviation Insurance in Practice
- / Banking and Investment



## Implementing Organisational Change

### Customised programmes

CIM will work closely with your organisation to develop and deliver the executive training programme that is right for you.

#### Step 1

Assess company/CIM fit

#### Step 2

Preliminary programme design

#### Step 3

Design evaluation meeting

#### Step 4

Programme delivery

#### Step 5

Follow-up on programmes

## Step 1: Assess company/CIM fit

Our collaborations span decades and operate on multiple levels, with our clients often becoming guest lecturers. The collaboration between CIM and your organisation will be built through in-depth, face-to-face communication between our most senior faculty members and your top executives.

We will briefly present the sorts of managerial issues on which we specialise and listen carefully to your needs. Together, we will decide on the programme's rationale and discuss your company's strategy and culture and the participants' backgrounds.

You should feel that CIM is the best training partner for you, and we should feel that we can address your company's needs. Because we are known for building strong and lasting relationships, we seek partners who value collaboration over traditional transaction-based vendor relationships.

## Step 2: Preliminary programme design

Once we've agreed that we are a good match, we will assign a programme director, who will conduct a series of thorough and strictly confidential interviews with your company's senior management and prospective participants. The programme director will always be available as your point of contact.

The goal at this stage is to develop a keen sense of the business issues your company is facing, determine learning objectives and outcomes, and decide on the venue, length of programme, and unique format.

The programme director will propose a preliminary programme design that will include the subject areas to be studied, a list of the faculty members who can deliver the programme, and information on the length and format of the programme, action learning exercises, assignments, and company speakers who may be part of the programme.

## Step 3: Design evaluation meeting

CIM will then work with you to form a small company team of executives intimately involved with the issues facing your company. You will review the design of the programme and meet the training team members who will teach on it.

The team will present on the specific subjects decided on by the programme director and your organisation. You will be asked to provide reactions to the proposed curriculum, alert training team to any potential sensitivities, and suggest trainers company

resources that may assist them in preparing their sessions.

By the end of the meeting, we will have agreed on a targeted curriculum and will have put together a client design team that is confident in the strengths of the programme and the expertise of our training team.

## Step 4: Programme delivery

The CIM training team will deliver the programme with their usual professionalism and expertise. Class sizes may vary from 10 to 30 participants. Each session will be rigorously evaluated so that fine-tunings and refinements are constantly made.

It is also standard practice for CIM to have regular meetings with the client design team in order to ensure that your organisation's management remains satisfied with the course. It may be necessary, for instance, for CIM faculty to adapt the course following the introduction of new products or techniques.

## Step 5: Follow-up on programmes

Many programmes come to a natural end following the successful fulfilment of specific, short-term objectives. Others may run for years, with adjustments constantly made to accommodate a company's evolution.

Our experience shows that our partners will want to consider follow-up programmes. A company may wish for a completed programme to be delivered to lower-level managers or managers from different business units. Or it may want to develop with CIM a more in-depth or specialised programme.



**Note:** All participants will receive a full pack of study materials and a Certificate of Attendance, which counts for CPD

**Note:** Our programmes can be tailored so that they are eligible for subsidy by the Cyprus Human Resource Development Authority

# Business Consulting

Independent of the nature of your business, its size or activities, your organisation can benefit from expert, high-calibre consulting. CIM consultants possess in-depth knowledge of the market and unparalleled experience to provide your company with effective, customised solutions and specialised guidance and support. We offer a wide range of consulting services, including Marketing Management and Strategic Management. Below is only an example of the main HR consultancy services offered by CIM.

## HR CONSULTING

### Recruitment & Selection

- / Preparation and placement of job announcements
- / Selection and planning of media and other communication tools
- / Search and evaluation of CV/application database internally
- / Database entry and CV/application screening - Interview process and other employee selection processes and methods
- / Evaluation of interviews and other selection methods
- / Listing and presentation to the client of those candidates who were selected for the final stage of interviews

### Performance Appraisal

- / Design and development of performance appraisal process
- / Design and development of performance appraisal system based on specific indicators and criteria
- / Preparation of performance appraisal forms
- / Feedback process and mechanisms

### Training and Development

- / Identification and analysis of training needs
- / Planning, design and organisation of training programmes
- / Implementation of training programmes
- / Identification and analysis of development opportunities
- / Planning, design and organisation of development programmes
- / Implementation of development programmes

### Strategy, Policies, Processes & Procedures, Organisational Structure

- / Formulation of HR strategy
- / Design and development of HR policies, processes and procedures
- / Development of Staff Manual/Handbook (including an organisational chart)
- / Development of HR Operations Manual/Handbook

### Job Satisfaction Survey

- / Listing of job satisfaction indicators
- / Design, development and communication of job satisfaction survey
- / Preparation of job satisfaction survey form
- / Analysis and presentation/communication of findings

### Industrial Relations

- / Consultancy on employment legislation
- / Manuals/Handbooks, Code of Conduct and other Codes, Policies, Practices, Processes, Procedures and Forms
- / Termination of employment
- / Disciplinary issues
- / Employment contracts and other documents
- / Work-life balance practices
- / Other good practices

**In addition to the above services, our experienced consultants may assist you on other important HR issues, such as employee motivation and reward, employee engagement, organisational culture, and leadership.**



## Track record

Over the last 45 years, CIM has worked with many companies and organisations. We have trained over 3,000 managers, on subjects ranging from Sales, Marketing, Retailing and Merchandising to Business English, Insurance and Banking.

We take great pride in the fact that we have played a part in the successes enjoyed by our partners and that our contribution continues to be recognised.

Companies with which we have collaborated include:

ASPIS PRONIA  
BRITISH AMERICAN TOBACCO  
C. A. PAPAELLINAS  
CYPRUS TRADING CORPORATION  
EUREKA  
FROU FROU  
HERMES AIRPORTS  
INTERCOSMETICS  
LIMASSOL CO-OPERATIVE SAVINGS BANK  
METLIFE ALICO  
PHILIKI

SCANDIA  
WELLA  
ZAKO  
KEAN  
CHRISTODOULIDES BROS  
COLUMBIA  
GAN DIRECT  
SHOE BOX  
CELESTYAL CRUISES  
LANITIS  
and many more

**1978 - 2023**

45 Years of Excellence



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