

Managing Director's Speech

I have always dreamt of working in an educational and consulting company that applies all the values, knowledge and skills that it passes on its clients in its own business as well. Do you think this is too inner-oriented an objective? No, it is not. My experience shows that this is the foundation for quality customer care. I am pleased that my dream has come true in the project called SMARTER Training and Consulting. I am also satisfied,

that the new company can benefit from a high-qualified, stable and motivated team that is ready to provide perfect services to clients. Do you think these are only words? Test us!

PhDr. Aleš Kabátek, CSc.



Who we are – our objectives and values

The company SMARTER Training and Consulting, s.r.o., entered the Czech educational and consulting market with certain values. Our objective is to combine traditional educational values with modern and effective methods and techniques involving training and consulting.

What are our foundations and what do we focus on?

- We focus on a comprehensive offer of services for the social and professional development of employees.
- We believe that the knowledge and skills of staff represent a real treasure for modern companies.
- We dispose of methods and tools that contribute to further development of such knowledge and skills.
- We constantly develop our educational and consulting company, which holds European standards regarding certified standards, but mainly regarding methods and techniques used.
- We measure our success based on the success of our clients in practice.

What we know – methods and techniques

Individual coaching

E-learning

Analyses and research

Development programmes

Group training

The Team – people ready to cooperate with you

Our team takes advantage of the knowledge and experience of people who have become successful in the field of education and consulting. The company SMARTER was founded by individuals with long-term experience as managers and instructors in renowned educational and trading companies. These people are familiar with methods of professional training and general personal development: they are sociologists, andragogists, psychologists and economists. But mainly, these are people with practical experience in the various fields in which they provide training and consulting. We believe that only those who have practical experience in relevant fields should pass certain knowledge and skills on to our clients. SMARTER's instructors are not lecturers, but guides through the personal development of individual participants.



Why with us – our advantages and your benefit

- As for education, we have developed our own procedure that:
 - starts with thorough needs analysis;
 - continues with group training focusing on elements to be improved by the whole team;
 - based on group training and its results, individual development needs are set, which is important for coaching of individuals;
 - ends with assessment or audit that „measures“ the effectiveness of the whole cycle.
- Analysis of a client's development needs is not just a cliché. We dispose of original and proven methods and techniques for needs analysis. We will discuss them with you in advance in order to adjust them to your conditions and requirements.
- We rely on people with practical experience. We do not pass on uncertain, vague and unproven academic theories, but knowledge and skills proven in practice.
- We use demonstrations as much as possible: training videos, animated films shown using data projectors, videotaping of training sessions, their showing, analysis and assessment. We benefit from the latest audio and video equipment.
- We functionally combine various educational techniques – individual and group education, practical training and training based on electronic and other media, e-learning, etc
- Our consulting service provides clear answers to your questions, and realistic solutions and procedures in order to meet your objectives.
- We cannot solve your problems by ourselves, but together we can find and apply an effective solution.

What we train – educational modules

We prepare the development and educational programmes shown below in Czech and foreign-language versions. Our instructors speak Czech, Slovak, English and German.

EUROPEAN MANAGER

Basic managerial skills

Development of managerial skills

Additional modules:

- Time management
- Financial management
- Staff assessment and motivation
- HR Management
- Strategic management
- Project management

SUCCESSFUL BUSINESS

Basic selling skills

Development of selling skills I, II

Additional modules:

- Customer relations management
- Key customers management
- Business negotiations
- Sales team management
- Telemarketing
- Fieldwork coaching

EFFECTIVE COMMUNICATION

Basic communications skills

Development of communications skills

Additional modules:

- Communication in tough situations
- Communication via telephone
- Negotiations
- Team communication
- Facilitation

IMPRESSIVE PRESENTATION

Basic presentation skills

Development of presentation skills

Additional modules:

- Creation of presentations in PowerPoint
- Presenter's speaking abilities
- Business presentation
- Personal image and etiquette
- Training for coaches

The modules above may be combined. It is possible to participate in integrated educational programmes that end in the awarding of a certificate (diploma):

■ Managerial academy

■ Post-secondary school of business

■ Presentation university

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