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Project Co-ordinator

Company name: Nosis EPE

Name of representative: Dimitris Bonis

Address: 109, Amfitheas Avenue

Phone number: +302109854792

Fax number: +302109854795

E-mail: dbonis@nosis.gr

Project WEB site address: www.inminds.eu

Definition of the Curriculum

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EXECUTIVE SUMMARY

This deliverable constitutes part of the output O5 Definition of Curricula: criteria, methods, tools of the INNOVATIVE MINDSETS project and is specifically the deliverable of the activity O5-A3-Definition of the Curriculum”.

1. Customer Service

1.1 Goals

This course provides guidelines and best practices for providing excellent customer service that will enable frontline associates and service staff in back-up and support roles to build, maintain, and increase a loyal customer base.

Through customer service training, employees improve their skills and/or acquire new ones. Specific customer service training programs focus on improving communication, listening, problem-solving and organizational skills. Training employees on the same set of competencies gives them a standard process to deal with customers and creates a sense of team spirit. The increased motivation and engagement coupled with the new skills creates improved customer service in the company.

Improving the quality of customer service through training leads to an increase in customer satisfaction, retention and loyalty. Through effective training, customer service representatives increase their ability to resolve difficult issues and handle customer complaints.

1.2 Training units

- Customer service
 - Economic implications of assistance
- Appropriate atmosphere
 - Attitudes and behaviours
 - Role playing
 - Positive attitude
- Customer care phases
 - The welcoming phase
 - Making a good first impression
 - The hello table
 - Playing the ambassador
 - Types of clients
- Complaints
 - Playing the role of the doctor
 - Goodbye
 - The goodbye table
 - The 7 strategies

- When to say no
- Reminders for friendly responses

1.3 Learning Outcomes

After these units the participants will be able to:

- ✓ Understanding Customer Service
- ✓ Focusing on the Customer
- ✓ Identify and help meet the Customer's Needs
- ✓ Handling Complaints

1.4 Training methods

This training program can be done in the e-learning method or in the classroom.

E- learning training

The e - learning method is accessible to people of all ages and experiences and the mission of e - learning is to supply the workforce with an up-to-date and cost-effective program that yields motivated, skilled, and knowledge workers.

Classroom training

Classroom training is proven to give the best learning experience and knowledge retention. The participant have the benefit of a professional learning environment, an experienced trainer and the opportunity to ask questions, so he is 100% sure he understand all the course content.

If the training will be held in the classroom, the trainers should have the following profile:

- ✚ They are experts in specific contents and have previous teaching experience
- ✚ They conduct training programmes in basic languages
- ✚ They have the ability to adapt training programmes
- ✚ They conduct interactive training programmes

1.5 Type of training material

- E- learning platform
- Training instructions
- Training cards
- Pictures
- Handouts
- Role – plays
- Exercises
- Small group discussions
- Videos
- Audio exercises
- Business Games
- Power Point Presentations

1.6 Duration

2 days (8 hours / each day)

1.7 Certifications

We are in contact with TÜV AUSTRIA HELLAS to certify the sales and production positions. TÜV AUSTRIA HELLAS's experience and reliability, guarantee the recognition of the competence level of the professionals by the labor market, whilst the Certificate provides them a competitive advantage during the personnel selection procedure by interested companies.

A professional certified by TÜV AUSTRIA HELLAS:

- empowers his professional identity,
- provides evidence for the competence of his professional qualifications,
- acquires a competitive advantage in the international labor market and
- enhances his clients' or employers' confidence

Certification process

All candidates who meet the required conditions will have the right to take the exam. However, those who wish to participate will be required to submit a valid application, providing the required documents.

The examination mechanism consists of a theoretical or practical assessment and may be conducted at the testing center of the organization and / or other collaborating appropriate testing centers / facilities and / or on an electronic platform.

In any case, during the examination procedure, it is intended to ascertain whether the candidate is competent and has the knowledge, skills and competences required to practice his profession.

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2. Time Management

2.1 Goals

Time Management course introduces time management tools and techniques that allow participants to manage their time more effectively and feel more in control. The training enables participants to identify areas of their job where time could be better utilized and to do the necessary actions to alleviate problems identified.

The participants will clarify and prioritize their objectives and goals, by creating more planning time. The training course will help delegates increase work effectiveness and productivity, achieve greater control of their daily activities and overcome stress. Also, they will analyze how they are currently allocating their most precious resources: energy and time.

2.2 Training units

- Why Manage Time?
- Why use time management skills?
- Importance of Time Management
- What Time Management includes
- 20 Quick Tips for Better Time Management
- How to stop procrastinating
- Perfectionism: Don't Let it Get in Your Way
- Understanding the Difference Between Urgent and Important
- Time management, like any other skill, is not hard to develop

2.3 Learning Outcomes

After these units the participants will be able to:

- ✓ Identify the way they currently use their time
- ✓ Describe the difference between urgent and important tasks
- ✓ Prioritize their tasks
- ✓ Apply a range of time management techniques to their life

2.4 Training methods

This training program can be done in the e-learning method or in the classroom.

E- learning training

The e - learning method is accessible to people of all ages and experiences and the mission of e-learning is to supply the workforce with an up-to-date and cost-effective program that yields motivated, skilled, and knowledge workers.

Classroom training

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- ✚ They conduct training programmes in basic languages
- ✚ They have the ability to adapt training programmes
- ✚ They conduct interactive training programmes

2.5 Type of training material

- E-learning platform
- Training instructions
- Training cards
- Pictures
- Handouts
- Role – plays
- Exercises
- Small group discussions
- Videos
- Audio exercises
- Business Games
- Power Point Presentations

2.6 Duration

1 day (8 hours in total)

2.7 Certifications

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3. Professional Development

3.1 Goals

There are several benefits of a Professional Development program. Through effective employee development, employees become more capable, competent and confident in themselves and their work. The course improves employee's performance by strengthening his management skills and develop a management style that suits his unique personality.

This program analyzes the relationship between leadership and decision making and establishes a culture of decisive action in a company to counteract indecision. Also, uses several different techniques to support employees in reaching these goals. Identifying not only the goal, but also actions, gives managers a clear path to achievement.

Among the many professional development goals, productivity is very important. When managers' individual job productivity improves, it's beneficial to the entire company.

This course helps the participants to set productivity goals like finishing projects before due dates. Also, helps managers to set change management goals and prepares the leaders for future change. With the right approach, you're going to see increased employee retention, productivity, loyalty and acceptance of change.

This course includes performance appraisal method. Performance appraisal is a method of evaluating the job performance of an employee. It is an ongoing process of obtaining, researching, analyzing and recording information about the worth of an employee. The main objective of performance appraisals is to measure and improve the performance of employees and increase their future potential and value to the company. Other objectives include providing feedback, improving communication, understanding training needs, clarifying roles and responsibilities and determining how to allocate rewards.

3.2 Training units

- Problem solving meeting
- Decision announcement
- Management
- The two attitudes of the manager
- The performance appraisal interview: a unique tool for improvement
- The reprimand interview
- One-to-one meeting: an instrument for effective communication
- Different types of meetings
- Conducting meetings

3.3 Learning Outcomes

After these units the participants will be able to:

- ✓ Enhance communication

- ✓ Become better motivators
- ✓ Increase productivity
- ✓ Support and manage change

3.4 Training methods

This training program can be done in the e-learning method or in the classroom.

E-learning training

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Classroom training

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If the training will be held in the classroom, the trainers should have the following profile:

- ✚ They are experts in specific contents and have previous teaching experience
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- ✚ They conduct interactive training programmes

3.5 Type of training material

- E-learning platform
- Training instructions
- Training cards
- Pictures
- Handouts
- Role – plays
- Exercises
- Small group discussions
- Videos
- Audio exercises
- Business Games
- Power Point Presentations

3.6 Duration

3 days (8 hours / each day)

3.7 Certifications

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4 Design Thinking

4.1 Goals

Design Thinking course is generally defined as an analytic and creative process that engages a person in opportunities to experiment, create and prototype models, gather feedback, and redesign. The primary purpose of this course is to summarize and synthesize the research on design thinking to better understand its characteristics and processes, as well as the differences between novice and expert design thinkers, and apply the findings from the program regarding the application of design thinking to their company.

Design Thinking is a methodology used by designers to solve complex problems, and find desirable solutions for clients. A design mindset is not problem-focused, it's solution focused and action oriented towards creating a preferred future. Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be and to create desired outcomes that benefit the end user (the customer).

Design Thinking course develops innovation. Design thinking course minimizes the uncertainty and risk of innovation by engaging customers or users through a series of prototypes to learn, test and refine concepts. Design thinkers rely on customer insights gained from real-world experiments, not just historical data or market research.

4.2 Training units

- What is Design Thinking
- Service Design and Methods
- Design science research process
- The methodology
 - Inspiration
 - Ideation
 - Implementation
 - Evaluate
- Extreme user research
 - Why engage with extreme user
 - How to engage extreme users

4.3 Learning Outcomes

After these units the participants will be able to:

- ✓ Increase innovation
- ✓ Find a process for problem-solving

- ✓ Design thinking in business
- ✓ Help to meet their goals

4.4 Training methods

This training program can be done in the e-learning method or in the classroom.

E-learning training

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Classroom training

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4.5 Type of training material

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- Role – plays
- Exercises
- Small group discussions
- Videos
- Audio exercises
- Business Games
- Power Point Presentations

4.6 Duration

2 days (8 hours / each day)

4.7 Certifications

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5. Technical Education

5.1 Goals

Technical education is vital for the growth of any country. No country could bring a revolution in it unless its people are educated enough to meet the challenges. Technical education makes a man realize about himself and his goals and how to achieve that goals. Today, technical experts are necessary for quick progress.

This course will equip the participants with the necessary technical knowledge and will help participants to respond to new technology changes. It will also help them become familiar with technology, which is constantly changing.

5.2 Training units

- What is printing
- Industry Fact
- Print Production Workflow
- Stages of pre-press
- Design
- Digital Artwork
- Proofing
- Machine Printing
- Print Processes
 - Flexography
 - Gravure Printing (Intaglio process)
 - Screen Printing (Stencil Process)
 - Lithographic Printing (Planographic Process)
- Digital
- Pad or Tempo
- Color Consistency
- Print Identification
- Finishing Operations
- Printing Substrates
- Paper Sizes
- Paper Terminology
- Direct Mail or Direct Marketing
- Colour Quality Management
- Web 2 print

5.3 Learning Outcomes

After these units the participants will be able to:

- ✓ Save time

- ✓ Prevent problems
- ✓ Make intelligent technology actions
- ✓ Feel more confident and comfortable with technology.

5.4 Training methods

This training program can be done in the e-learning method or in the classroom.

E-learning training

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Classroom training

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5.6 Duration

(8 hours in total)

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