

Le programme HP

Août 2023- Janvier 2024

1- Session 1 : Préférences personnelles, Introspection, Identité et visibilité de ta marque.

2- Session 2 : Communiquer de façon effective.

3- Session 3 : Le développement des compétences.

4- Session 4 : Analyse transactionnelle et écoute active.

5- Session 5 : Styles de coaching et feedbacks.

6- Session 6 : Gestion du temps et des priorités.

7- Session 7 : Fixation des objectifs, délégation et prise de poste.

8- Session 8 : Normes de leadership, différenciation et développement des leaders.

9- Session 9 : Savoir dire "non" de manière constructive.

10- Session 10 : Motivation et Management des équipes/collaborateurs.

11- Session 11 : Évaluation des équipes/collaborateurs.

12- Session 12 : Cas pratique vs situation de leadership. Harvard business review.

AGENDA

1

La vision et le projet professionnel

2

Le modèle de développement 70-20-10

3

Les types de compétences

4

L'analyse des écarts/ Bilan de compétences

5

Le plan de développement des compétences

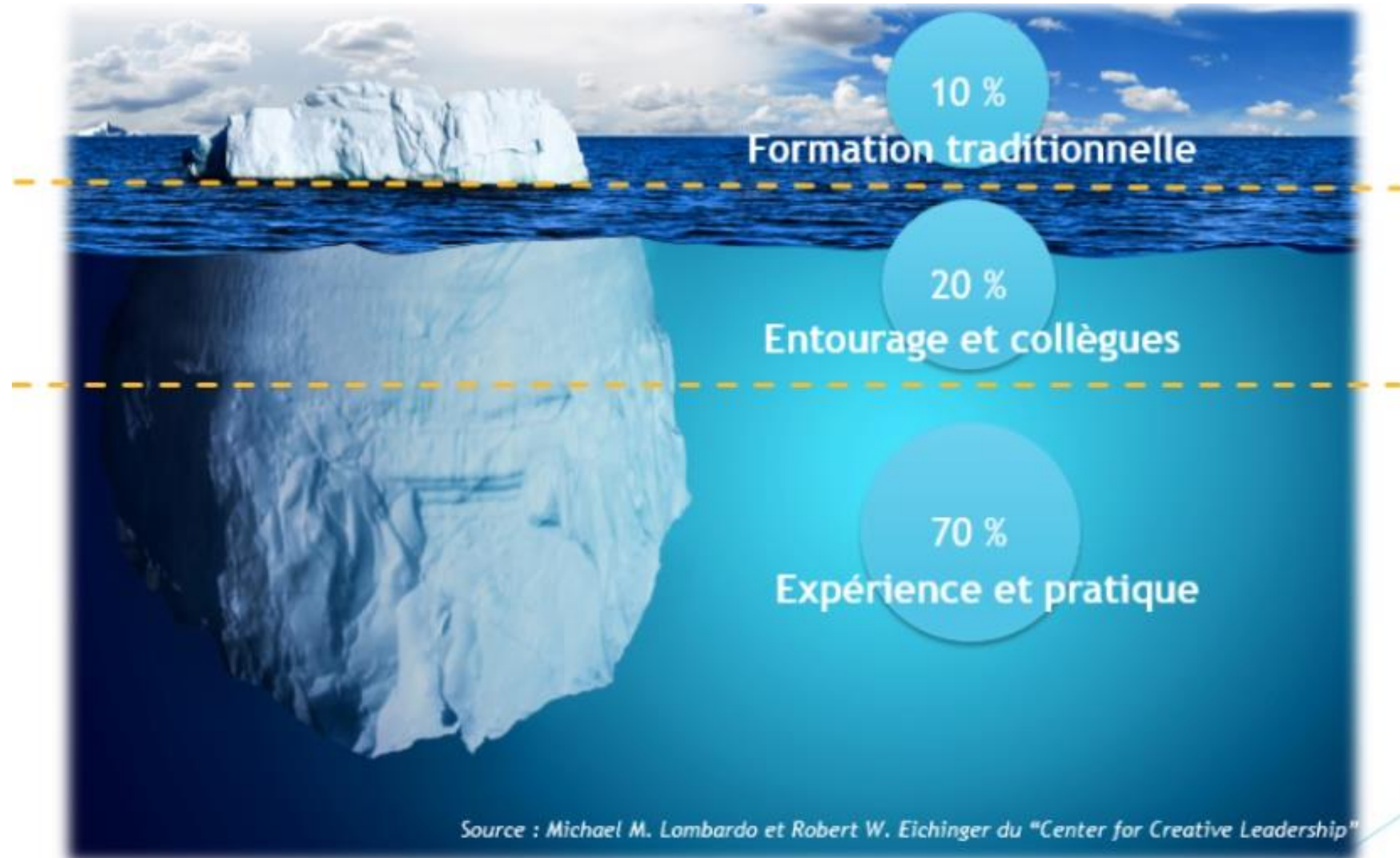


#BlackExcellence

1- C'est quoi ta vision et ton projet professionnel ?



2- Le modèle à retenir



3- Les types de compétences à développer

Générales

- 1- Savoir Parler et écrire en français / Anglais
- 2- Savoir Utiliser l'outil informatique
- 3- Savoir conduire

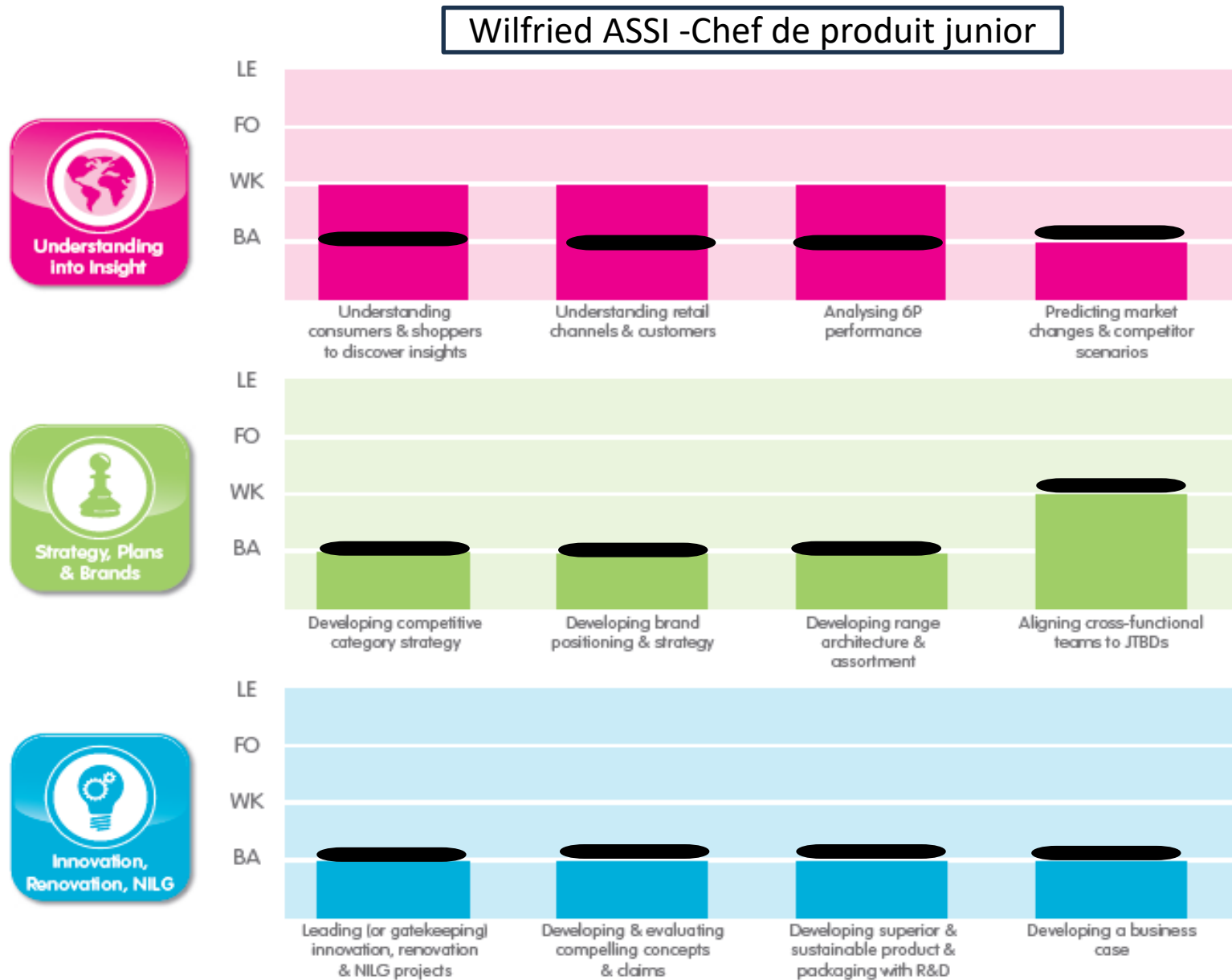
Comportementales

- 1- Savoir travailler en équipe
- 2- Capacités d'adaptation et d'autonomie
- 3- Capacité à gérer le stress.
- 4- S'adapter aux autres / personnes difficiles
- 5- Maîtrise de soi / réaction à une critique ou incivilité
- 6- Savoir communiquer

Fonctionnelles

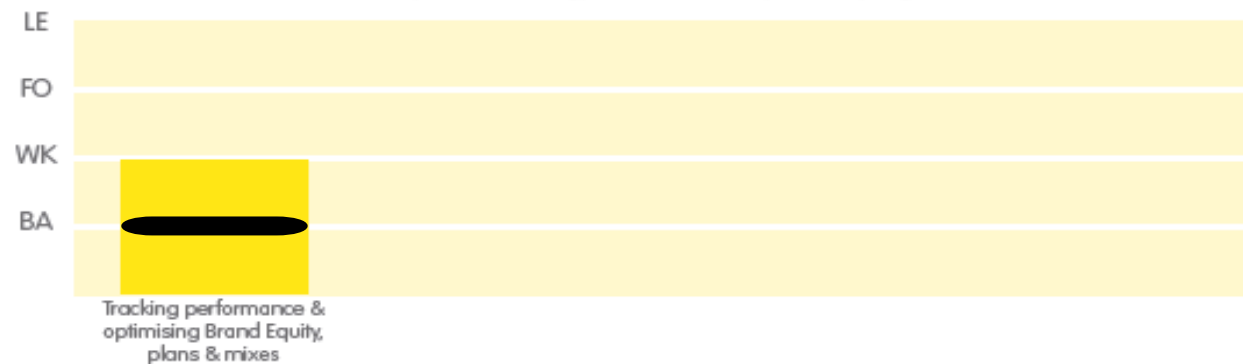
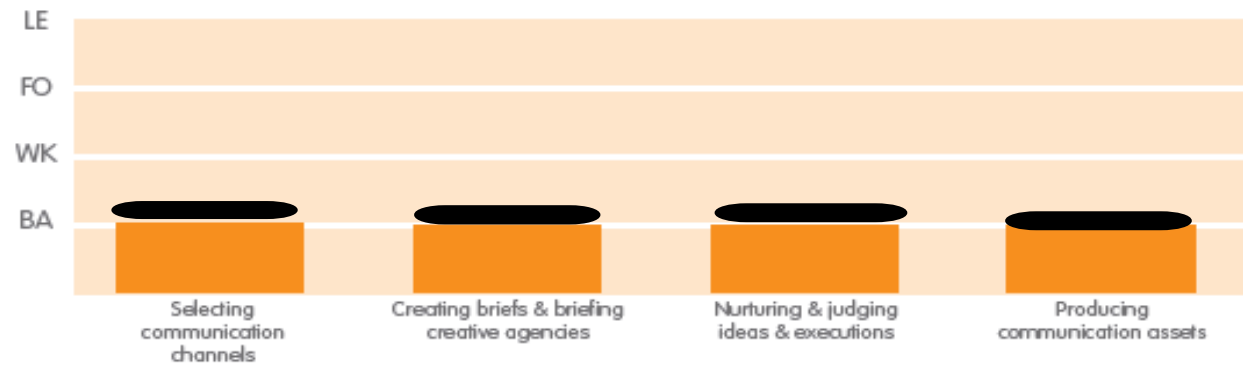
- 1- Marketing
 - Ecrire un plan Marketing
 - Créer 1 communication
 - Gestion de Budget
- 2- Vente
 - Plan Commercial/distribution
 - Négociation
- 3- Ressources Humaines
 - Recrutement
 - Formation
 - Relations sociales en RH
 - Paie

4- L'analyse des écarts de compétences



4- L'analyse des écarts de compétences

Wilfried ASSI -Chef de produit junior



4- L'analyse des écarts de compétences

SKILL PROFILE		Team Avg	FC Concepts				Consumer Understanding				Stragegy, Plans & Brands Planning				In Market Activation				Innovation Management				A&P management				Regulatory Issues								
What is required NOW?		x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x						
BRAND MANAGER'S IDEAL SKILL PROFILE		Avg	1.0	1.1	1.2	1.3	2.0	2.1	2.2	2.4	3.0	3.1	3.3	3.3	3.4	3.5	3.6	4.0	4.1	4.2	4.4	4.4	4.5	4.6	5.0	5.1	5.2	5.3	6.0	6.1	6.2	6.3	7.0	7.1	7.4
		BRAND MANAGER'S IDEAL SKILL PROFILE Average	FC Concepts Average				Consumer Understanding Average				Strategy, Plans & Brands Planning Average				In Market Activation Average				Innovation Management Average				A&P management Average				Regulatory Issues Average								
		FOCUS FOOD SAFETY AND QUALITY STANDARD OWNER				Brief & Revert Research Agencies and get Proposal for Test to be conducted				Coordinate gathering of I&Os Input into agreed Template				Work with cross functional team to suggest Brand Marketing				Work with cross functional team and make proposals for key projects actions				Put A&P Yearly forecast/ phasing together				Assist with new product registration, product registration renewal, annual registration of advertisements.									
		CONSUMERS AND CUSTOMERS COMPLAINTS HANDLING				Supervise Fieldwork Report to Marketing Manager on Output				Suggest Key Priorities & Strategies per category				Execute Pricing strategy and follow up				Put together all input required for different project gates				Monitors on a daily basis A&P spend and ensure alignment with Forecast													
		AUDITS AND CONTINUOUS IMPROVEMENT				Suggest Action plans and follow up on execution				Coordinate design of Brand Marketing Plan as per Key				Execute consumer Promotion & POS strategy				Monitor and Track Key actions of Project Timelines				Drive Return of A&P investment on all promotional activities													
Armél	S	0.0	0.0			0.0				0.0							0.0							0.0				0.0							
	C	2.2	0.0			0.0				3.2	4	3	3	3	3	3	3.5	4	4	3	4	3	3	3.0	3	3	3	3.0	3	3	3	1.0		2	
	T	3.9	4	4	4	4	4	4	4	4	4.17	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	2		4		

LEGEND	
Do not know the theory	1
Know the theory	2
Be able to do it in STD conditions	3
Be able to do it in non STD conditions	4
Be able to teach	5

	GAP > 1
	GAP <= 1
	No GAP

S	Starting point
C	Current Status
T	Target



5- Le plan de développement des compétences

BB Capability Building Plan 2011												
Names	Country	Title	WL	Key \ Focus skills	On The Job (70%) STA's & Ops visit also fall under OTJ	Coaching (20%)	Trainings (10%)	KPI	Progress update			Comments
									70%	20%	10%	
WILFRIED ASSI	UMDCA (FWA)	Brand Building Officer	1T	Understanding into Insight	1- Carry out Consumers Visit / Focus group to identify relevant insights helping in 2011-2012 IBP Process 2- Build a clear understanding of consumers & shoppers to discover insight: - Use UL 6P growth model to determine issues and oppportunities for Lifebuoy, Signal, Sunlight,Vaseline in Cameroon - Partner with Business Development Manager to use trend and competitor knowledge to hypothetise scenario and changes -Partnering with CD to understand shopper missions and how to win in-store. -Understand key strategies of customers to develop compelling customer facing strategies and plans.	1-Work with BB Manager (coaching session): to develop Market Deployment document for Projects 2- Work with Customer (coaching session):to understand store thumbprints and shopper missions	- Enrol in Market Development for Brand Building E-LEARNING - Enrol in the Compagny Launch Monitor E-LEARNING	Move from Basic Appreciation to Working knowledge from Oct 11 to April 2012				
				Tracking and optimizing	1. Partner with Local team to create rapid change to plan once in market 2.Lead performance Tracking of plans making timely and effective changes to improve them	1-Work closely with BB manager towards optimizing plans	1. Enrol in Return on Marketing Investment for Brand Building - LIVE ACTION WORKSHOP	Move from Basic Appreciation to Working knowledge from Oct 11 to April 2012				

Exercices à faire

Le brief :

- 1- Définis les compétences à développer.
- 2- Fais ton analyse des écarts des compétences.
- 3- Monte ton plan de développement.



Q&A