

By the end of the seminar, the trainees will have acquired elements of knowledge and methods allowing them to :

- Analyse opportunities and environment's threats, structure and operation of infrastructure markets in Europe and in developing countries, as well as the dynamics of competition in such markets
- Use the strategy analysis methods and tools
- Prepare and implement a strategy plan
- Streamline management of projects in accordance with constraints of cost, time limit and quality
- Manage the team of the project (to act upon the collaborators results, to create an atmosphere of confidence, to delegate, to prevent and to handle

Organization

[Catherine Barot](#)

[Metratech](#)

Coordination

Maurice ENFRUN

Consultant

Jean-Louis MULLER

Consultant

Jacques FLEURAT

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Inscriptions

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Target audience

Projects managers, counselors and executives from public and private organizations

Thursday, 16th of April

Jacques FLEURAT

Marketing and strategy

- Evolutions and prospects in Public works and infrastructures markets, in Europe and in developing countries
- Main marketing analysis tools for infrastructures markets

Friday, 17th of April

Jacques FLEURAT

- Analysis methodologies of the different actors strategies
- French road case
- Information sorting out
- Choice of firm and role playing
- Personal case

Monday, 20th of April

Jacques FLEURAT

- Information sorting out, construction of the market
- Marketing strategies

Tuesday, 21st of April

Jean-Louis MULLER

Technical management

- Understanding project management stakes and fundamental principles
- Projects life-cycle and stages
- How to implement effectively project management process and how to create one's project management benchmark

Wednesday, 22nd of April

Jean-Louis MULLER

- Marketing strategies
- Methods of project management implementation for different fields
- Fields integration or how to get both overall and shared views of the problematic
- Project perimeter and content management or how to control technical developments
- Scheduling management or how to define and reach credible and restrictive deadline objectives

Thursday, 23rd of April

Jean-Louis MULLER

- Costs management or how to optimize objectives from upstream estimation until market balance?
- Risks management or how to get ready for unforeseen event
- Communication in project objectives' service
- Which role for the different actors and how to comply with it?
- Which structures are most relevant to reach both the firm global objectives?

Friday, 24th of April

Maurice ENFRUN

Team management

- My hierarchical position and my job
- How to define my position?
- What permanent results are expected by my post?
- How can I reach them?
- My hierarchical power

Monday, 27th of April

Maurice ENFRUN

Delegation of authority

- Why?
- To whom and how?
- Delegation principles
- Success and/or failure components of delegation

Tuesday, 28th of April

Maurice ENFRUN

Motivating or the art of getting somebody take action

- What are the principles of motivation?
- Expected role of the organization, understood and accepted role from the holder, really held role
- What are the different ways of motivating team?

Wednesday, 29th of April

Maurice ENFRUN

Management of complex relationship situations

- How to communicate more efficiently?
- Tension, conflict management

Workdays begin at 9:30 am and end at 5:30 pm

This seminar takes place in Maison des Ponts 15 rue de la Fontaine au Roi 75011 Paris