

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

**Target audience**

Projects managers, counselors and executives from public and private organizations

**Organization**

**Catherine Barot**  
Metratech

**Coordination**

**Maurice ENFRUN**  
Consultant

**Jean-Louis MULLER**  
Consultant

**Jacques FLEURAT**  
Consultant

**Inscriptions**

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**Thursday, 21<sup>st</sup> 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, 22<sup>nd</sup> 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, 25<sup>th</sup> of April**

**Jacques FLEURAT**

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

**Tuesday, 26<sup>th</sup> 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, 27<sup>th</sup> 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, 28<sup>th</sup> 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, 29<sup>th</sup> 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, 2<sup>nd</sup> of May**

**Maurice ENFRUN**

**Delegation of authority**

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

**Tuesday, 3<sup>rd</sup> of May**

**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, 4<sup>th</sup> of May**

**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