

# € TRAINING

Advanced Excellence with Creativity and  
Supervision in the Management of Public  
Services

A group of four smiling professionals (three men and one woman) in a meeting setting. The woman in the foreground is wearing a black top and a multi-strand necklace. The others are wearing white shirts. They are sitting around a table with papers and a laptop.

21 July - 1 August 2024  
Dubai (UAE)



# Advanced Excellence with Creativity and Supervision in the Management of Public Services

REF: X1417 DATE: 21 July - 1 August 2024 Venue: Dubai (UAE) - Fee: 7480 Euro

## Introduction:

The Excellence, Creativity, and Supervision in the Management of Public Services program is a specialized training initiative focused on enhancing leadership and operational skills within public service organizations. It integrates principles of excellence and creativity to foster innovative approaches to service delivery. Through rigorous supervision techniques, participants learn to optimize resource allocation and maximize efficiency in public service management.

## Program Objectives:

At the end of this program the participants will be able to:

- Plan to improve the performance of public service activities.
- Adopt a structured approach to thinking that helps generate new ideas that reflect the methods of developing the performance of public services.
- Determine the development objectives of public service activities.
- Identify indicators to measure and assess the extent to which these objectives have been achieved.
- Identify impediments to driving performance development.
- Develop work programs and improvement plans.

## Targeted Audience:

- This program is intended for those involved in the development, provision, or support of public service provision, whether they are in a public, private, or charitable organization.

## Program Outlines:

### Unit 1:

#### Strategic Planning and Performance Evaluation in Public Services:

- Determine the development objectives of public service activities.
- Identify indicators to measure and assess the extent to which these objectives have been achieved.
- Identify impediments to driving performance development.
- Develop work programs and improvement plans.

## Unit 2:

### Supervision and Contract Management in Public Services:

- The functions of supervisors in the management of public services and their nature and importance in contemporary organizations.
- Contractor Contracts.
- How to supervise the work of contractors.
- Behavioral skills of workers in the field of administrative services.
- Planning work in administrative services.

## Unit 3:

### Effective Management in Administrative Services:

- Organization of work and personnel in administrative services.
- Methods and skills for setting goals and planning work programs, identifying work and employment needs, organizing, dividing, and distributing work to subordinates.
- Objectives of the development plan Performance on public service activities.
- Supervising skills for office furniture, stationery, and mail.

## Unit 4:

### Supervisory Skills in Facilities Management and Staff Support:

- In the field of maintenance of offices, furniture, and furnishings.
- Supervision, maintenance, and beautification skills of gardens, housing, and workers' housing.
- Supervisory skills in nutrition.
- The role of the General Services Department in monitoring the movement and means of transport of workers.
- Best and worst supervisor, success skills: technical, human relations and management, a list of supervisory skills, developing human skills, and forming good relationships, naughty employees, and unforgivable mistakes.

## Unit 5:

### Budgeting and Performance Measurement in Public Services:

- How to prepare budgets and manage expenses related to public services activity.
- Indicators to measure and assess the extent to which the objectives have been achieved.

- Performance standards and performance indicators.
- Types of performance indicators.
- The multiplicity of performance indicators to measure one goal.

## Unit 6:

### Behavioral Aspects in Public Relations Activities:

- The importance of behavioral aspects of the masses and their impact on communication policy analysis.
- The individual and determinants of his behavior.
- Strategy to change the attitudes and behavior of the masses of the institution.

## Unit 7:

### The Role of Public Relations in Crisis Management:

- The concept of the crisis and its characteristics and types in contemporary organizations.
- Factors Affecting in Crisis Management.
- Crisis management stages.
- Global tactics in crisis management

## Unit 8:

### Effective Communication Strategies With Employees:

- Programs to raise morale and human relations with workers.
- Knowledge of what information workers require and of the strategy of the organization with staff.
- Strategy to seek acceptance of employees and focus on direct contact and to ensure that the activities offered by the entity are available.
- The strategy of stimulating employees and satisfying their psychological and social needs.

## Unit 9:

### The Role of Public Relations in Building and Improving The Mental Image of The Institution:

- Management of mental image.

## Unit 10:

### Measurement of Mental Image:

- Change the mental image.
- Protect the mental image during crises.