

powered by
BDC

ITMC

Internship

Training

Mentoring

Coaching





Cannot find a place of work according to my specialization, I will better go abroad.

Everyone requires 2 years of experience, but where to get them?

Such a high rate of young hires turnover...

Where to find motivated employees?

GRADUATES

COMPANIES

The ITMC Programme

Internship. Training. Mentoring. Coaching.

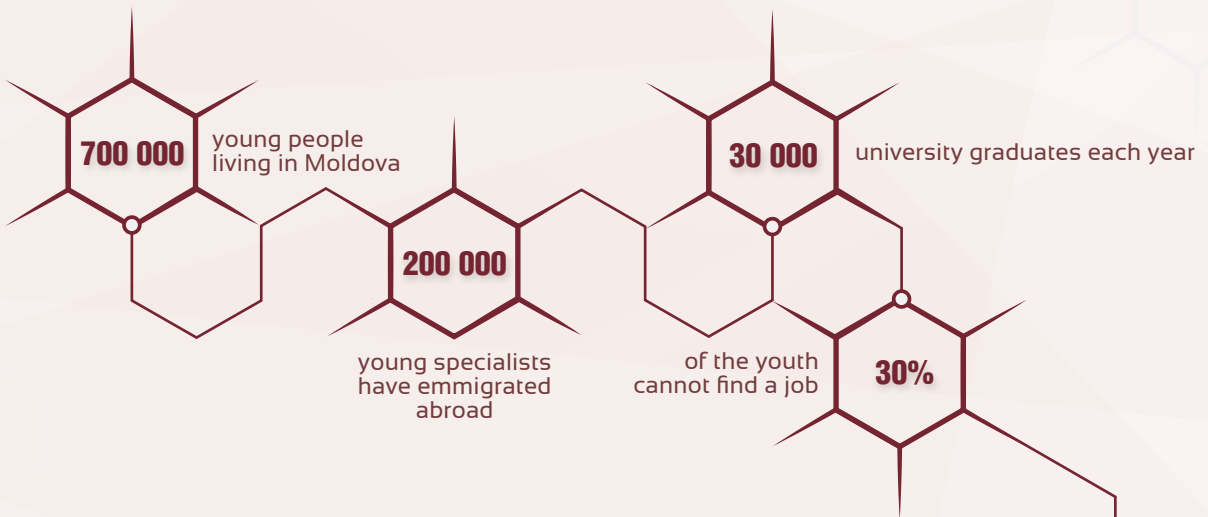
The mission of the programme represents integrating graduates into the labour market through tightening the gap resulting from the mismatch of the knowledge provided by universities and the skills required by local companies from the new hires.

The socioeconomic impact

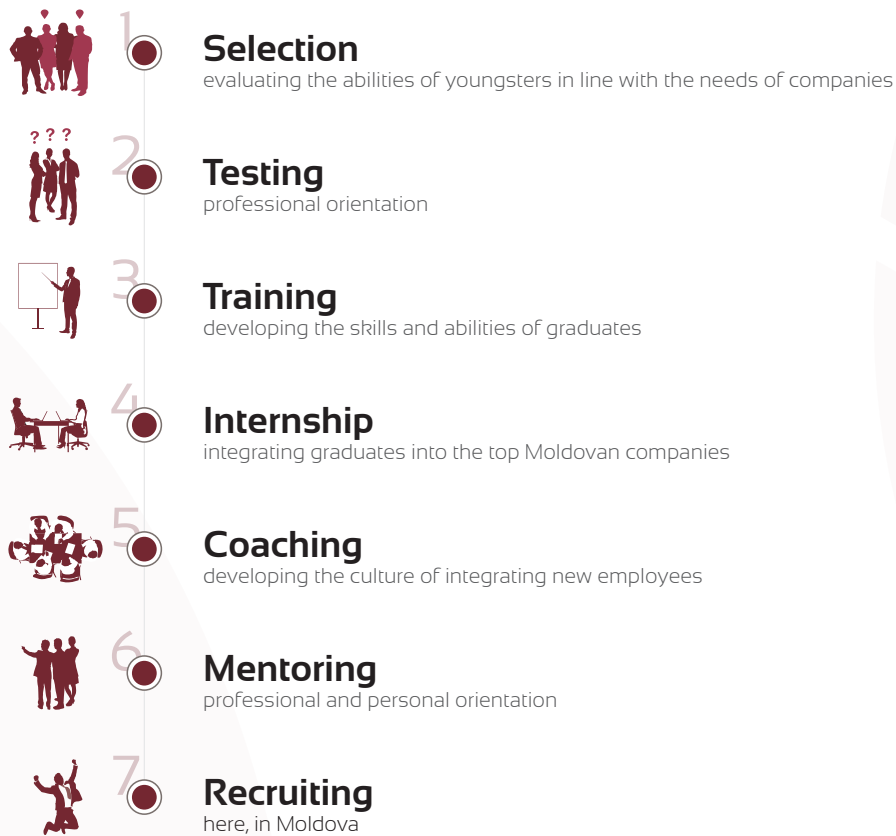
- ✓ decreasing the unemployment rate of the youth;
- ✓ preventing the brain drain phenomenon;
- ✓ providing the private sector with motivated and efficient employees.

The methodology of the programme is based on a **modern approach** to personal development and includes four interdependent components:

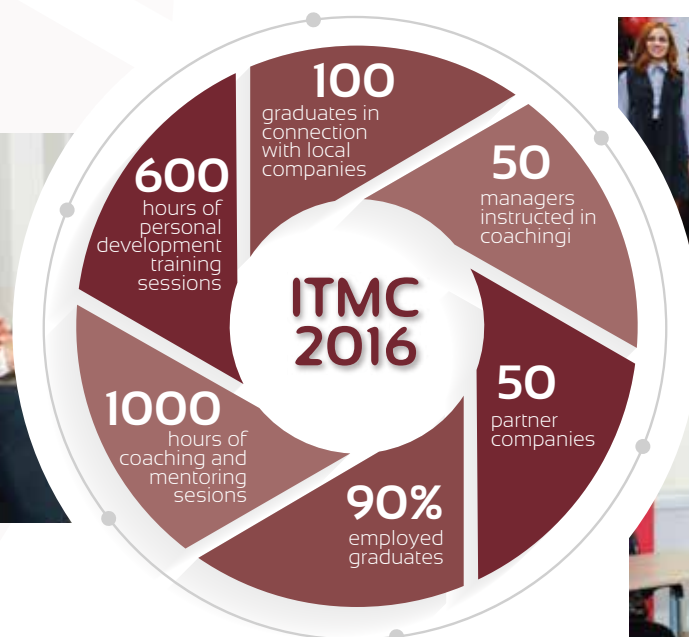
- ✓ **Internship:** involving and challenging work experience for graduates within local companies looking for employees;
- ✓ **Training:** developing professional skills in the future workforce as required by companies for the successful integration of new employees;
- ✓ **Mentoring:** offering guidance on professional orientation;
- ✓ **Coaching:** building into companies a culture of integrating and motivating staff.



The process of the ITMC Programme



Expected results ITMC 2016



The Training Programme ITMC 2016



VISION, MISSION, VALUES – the primary elements of success

Awareness of the path you want to undertake, why you are doing this, what this helps you with and what is important when making this movement.

Roman Garștea,
Academia Nicolae Dumitrescu



STRATEGY AND MARKETING

*Market analysis and the identification of potential clients.
Applying instruments: Canvas, PESTEL, Balanced scorecard, Porter's 5 forces.*

Angela Gladei, BDC



EMOTIONAL INTELLIGENCE

*The concept of emotional intelligence.
The 5 competences that improve the level of emotional intelligence.*

Otilia Drăguțanu, Ascendis



INNOVATIONS IN MARKETING

Practical examples of using modern marketing tools.

Alexei Munteanu, StarNet



EFFICIENT SALES

Selling is not an art, but a well-planned and well-managed process.

Andrei Preașcă, ORANGE



PROJECT MANAGEMENT

*Planning and managing projects.
How to use an untraditional approach in project management.*

Dorin Recean, Performa



SELLING SKILLS

*The fundamentals of the selling process.
Selling steps.
The technique of persuasive selling in 5 steps.*

Radu Arim, ICS ORBICO-MOLDOVA



TIME MANAGEMENT

*How to plan your time?
How to become efficient?*

Marina Lupu, ICS ORBICO-MOLDOVA



NEGOTIATING SKILLS

Negotiation and communication strategies.

Angela Gladei, BDC



BUSINESS ETIQUETTE

How to make a good first impression.

Alina Mițu, AFAM



EFFICIENT COMMUNICATION

How to build an efficient communication strategy and deliver your idea to the public.

Vlad Ghenciu, EFES Vitanta



GOOD MANNERS ETIQUETTE

The code of conduct at a business lunch/dinner.

Dorina Arsene, Puterea Succesului

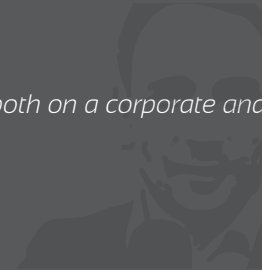
The complex course of staff development under ITMC Programme



1000+
training hours

800+
benefited from the acquisition of knowledge both on a corporate and individual level

300+
hours of individual coaching



Target group

Middle management representatives and HR specialists, responsible for new staff integration and development.

The aim of the course

is for managers and HR specialists to understand and to implement a series of principles, techniques and efficient methods in the process of integrating new staff.

Module 1. Integration of new employees

- ✓ How worth is a new employee that doesn't get integrated or finds it particularly difficult to get integrated?
- ✓ How to elaborate an individual plan of integrating new employees that will take into account the obstacles and difficulties to overcome?
- ✓ Case studies: L'Oreal, IBM, Kellogg, Texas Instruments, Corning Glass Works, Zappos.com, Microsoft.

Module 2. Internal Communication

- ✓ Which is the role of communication in maintaining employee motivation?
- ✓ Which are the main principles of an efficient internal communication?
- ✓ Case studies: OMV Petrom, Dacia, Orange Romania.

Module 3. Non-financial motivation

- ✓ Which one is working better these days: Financial or non-financial motivators?
- ✓ How is the manager the most important non-financial motivator?
- ✓ How to identify what motivates people?

Module 4. The fundamentals of coaching








- ✓ The main principles of coaching
- ✓ The GROW model

Module 5. Evaluating the results of the integration program

- ✓ Presenting the integration programs elaborated by the participants and evaluating the results
- ✓ Exchange of experience in between participants



The outcomes for partner companies in behalf of the ITMC Programme

-  Selecting candidates according to company's needs
-  Quick and efficient new employees' integration into the company
-  Reducing recruitment, selection, instruction and integration costs
-  Evaluating candidates' performance before employing them
-  Implementing the coaching culture into companies and instructing the coach delegated by the company
-  Reaching a high level of performance by the new employees
-  Positioning and promoting companies as organizations that respect the principles of CSR (Corporate Social Responsibility)

Feedback from the partners of the ITMC Programme



"Participation in this project gave us the opportunity to find motivated and well-instructed employees. We look forward to participating in the future editions of the Programme in order to further recruit new staff for our production department."

Veronica Luchianenco
HR Director of Dulcinella.

"Interns have quickly integrated into our company and have exceeded our expectations. After the internship, the four participants have been accepted for very attractive work positions that usually require 1,5-2 years of experience."



Mirela Senatov
HR Director at Linella



"It was a great pleasure for us to accept young people for internships and offering them trainings in sales and self-organization. We are determined to offer further support to this social project."

Marina Lupu
HR Manager at ORBICO-Moldova



We are keen on supporting businesses in overcoming key challenges, exploring new opportunities, achieving the set business targets, optimizing the use of resources, enhancing performance and creating value!

Management consulting: Improving the business functioning mechanism with the purpose of achieving excellent performance!

- ✓ Processes analysis and optimization
- ✓ Efficiency and performance improvement
- ✓ Risk management
- ✓ Financing policy
- ✓ Change management
- ✓ Strategy development and business planning

Capacity building and training: Building teams that lead to success!

- ✓ Recruitment process design
- ✓ Performance Measurement and Management systems development
- ✓ Incorporating the training and staff development policy

Market Intelligence: Expertise and guidance in increasing market share, both locally and globally!

- ✓ In depth market research (local and international)
- ✓ Assessment of market potential and opportunities
- ✓ Support in gaining international partners and clients
- ✓ Technical support in export expansion (legislation, documentation)

PR and Marketing: Gaining the trust of stakeholders, building reputation that drives the revenues up!

- ✓ Drafting and implementing marketing campaigns
- ✓ Building media relations
- ✓ Event planning and organization
- ✓ Global reach



Business Development Capital SRL (BDC) - a company founded by a team of experienced professionals proving excellent reputation, valuable experience and adequate expertise in management in accordance with the principles of CSR.

@bordăm. #escoperim. @onectăm.



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Fabrica de
imagine

