

Oil and Gas Industry - Downstream

Three-Day Training

1. Effective Bid and Tender Strategies for Industrial and Commercial Petroleum Products Sales competitiveness-SCM 013

- a. **Background:** This Bid and Tender Management skills training course, delivered by instructors, supplies participants with an understanding of the bid and tender process, and how to make a successful bid. It empowers participants on how to deliver high quality bids within strict time lines, and effectively manage them in accordance with the tender specifications.

Participants would gain competencies that will significantly increase their bidding skills for making successful tenders.

b. **Training Model**

- i. Classroom Training: Three-day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three-day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. **This training course will feature the following:**

- i. Pre tender meetings
- ii. Tender writing skills
- iii. Information Mapping
- iv. Key Contract Conditions
- v. Managing Risks
- vi. Contract Administration in terms of solicitation process, BIDS, RFP, RFQ, RFI and Single Source
- vii. Roles and Responsibilities of User
Departments, Contract Administration, Contract Compliance & Vendor Services, Board Report
Representative/Coordinator, Legal department, Risk & Benefits Management, etc
- viii. Selection of Bidders
- ix. Selection Methods detailing competitive bidding, competitive negotiations, direct negotiations
- x. Selection criteria including pre qualification, technical evaluation and commercial evaluation
- xi. Managing Bids - Bids Process including market sounding, notify and pre qualify, bidding, bid evaluation and negotiation
- xii. Bidder strategy and Bidder Process
- xiii. Pre-Negotiation, Negotiation strategy and Execution

d. **Course Competencies**

- i. How to choose the right opportunity
- ii. How to formulate win themes and bid strategy

- iii. The importance of kick-off meetings
- iv. How to write compelling bids
- v. Our top-tips and do's and don't's
- vi. Document design and formatting
- vii. What to do up to and after submission

e. Who should attend?

- i. Procurement Directors, Procurement Managers, Purchasing Managers
- ii. Business Owners / Managing Directors
- iii. Supplier Managers
- iv. Supply Chain Consultants
- v. Buyers / Senior Buyers
- vi. Operations Directors, Operations Managers, Finance Managers, Project Managers, Operations Managers
- vii. Executive Directors, General Managers, Divisional Heads, Project Directors, Project Engineers, Project and Team Leaders, Contract Professionals and Administrators, Contract Analysts and Engineers Specifiers, Purchasing Professionals, Procurement Officers and anyone involved in the preparation, evaluation and management of commercial invitations to tender, requests for bids and proposals and contracts for the purchase of services, materials or equipment.

f. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

g. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

h. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients : The referee receives a payout of 10% discount for every individual participant.

i. Date

- i. Online training: 20/09/2021
- ii. Classroom training: 21/09/2021

j. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

k. Venue

- i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

2. Sustainability Leadership and Corporate Responsibility for achieving the triple bottom line for businesses- SAM 065

a. Background

- i. A sustainable business is an enterprise that has minimal negative impact, or potentially a positive effect, on the global or local environment, community, society, or economy—a business that strives to meet the triple bottom line: social, environmental (or ecological) and financial.
- ii. This course will strengthen participant's knowledge of concepts and practices of sustainable businesses that have progressive environmental and human rights policies.

b. Training Model

- i. Classroom Training: Three-day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Reconceptualise critical global challenges as sustainable growth opportunities for your business, and achieve positive social impact.
- ii. Build the fundamental knowledge of sustainability and corporate responsibility needed to address your organisation's goals and challenges
- iii. Explore the success of responsible organisations, and how to develop these innovative business models
- iv. Understand the trade-offs from integrating sustainability into business practice, and how to generate profit through creative resolutions
- v. Develop practical frameworks to identify material stakeholders, and create strategy and disclosure practices to meet their conflicting, ever increasing demands
- vi. Examine the challenges of transitioning to a sustainable business model, and learn how to overcome them through identifying the key organisational levers that facilitate change.
- vii. Reflect on your role as leader and your ability to affect change, through growing social and environmental challenges.
- viii. Gain the confidence to influence other senior executives, and contribute to boardroom discussions on embedding sustainability in your corporate strategy.

d. Who should attend?

- i. The programme is designed for mid to senior level managers; tasked with or seeking to develop or implement sustainable business practices within their organisation, or aiming to update their management capabilities with new frameworks and perspectives.
- ii. Attendees would include individuals seeking to develop their knowledge within sustainability, to provide a competitive advantage for their organisation and to accelerate their careers.
- iii. Managers with minimal experience in sustainability, who aim to take on responsibilities in this area to impact their organisation's future.
- iv. Senior board members aiming to quickly develop a solid foundation on the sustainability issues that are entering board-level discussions
- v. Project and risk managers, alongside directors, executives and investors from a variety of industries, with broad range of business experience and managerial responsibility.

e. Course Methodology

- i. This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

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g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients : Thereferree receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 12/07/2021
- ii. Classroom training: 13/07/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. Venue

- i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

3. Business Excellence for SMEs and Start Ups- SAM 066

a. Background

- i. Given the fact that SMEs account for a large proportion of all business organizations in Nigeria, it is extremely necessary to equip and empower SMEs knowledge, practices and tools for business excellence. This training is aimed at bridging the knowledge and capability gaps of SMEs and reduce business failures of SMEs and Startups.

b. Training Model

- i. Classroom Training: Three-day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Product development and innovation management.
- ii. Financial literacy including accountancy, bookkeeping, data analysis.
- iii. Marketing Planning and Strategy Development.
- iv. Website development, social media, e-commerce, digital sales and digital marketing.
- v. Tax regimes and patent procedures.
- vi. Team working, networking and negotiating skills.

d. Who should attend?

- i. SME Business Owners and StarUp Business Owners
- ii. Personnel of SME and StartUp Businesses
- iii. Prospective StartUps and SMEs
- iv. This course is meant for anyone looking to begin to pursue their dreams as an entrepreneur. If you are goal and task oriented and have a strong desire to achieve your personal and professional entrepreneurial dreams, this course provides the fundamentals necessary to begin that journey.
- v. If you are the type of individual who has found it difficult to take that first step, to get your feet off the ground and make a move in a positive direction, this training is for you.
- vi. If you are that person who finds him or herself constantly saying, "I'll start tomorrow or I need to wait for more ideal conditions, " this course is perfect to overcome to excuses.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

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- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :Thereferree receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 29/09/2021
- ii. Classroom training: 30/09/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. Venue

- i. Syndicate Room B,AirportHotel,Ikeja,Lagos.

4. **Standard Operating Procedures for fuel service stations management-SAM 090**

a. Background

- i. Many players in the downstream fuel marketing space are struggling with low margins and competition from independent stations,branded wholesalers and bulk buyers.This course aims to provide participants the knowledge,skills and tools desirable for retail forecourt excellence in driveway operations to optimize best returns on retail investments

b. Training Model

- i. **Classroom Training:** Three-day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. **Online Training:** Three-day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Station Design and Architecture
- ii. Retail Stations Operations
- iii. Health, Environment and Safety
- iv. Forecourt Management
- v. Product Knowledge

- vi. Wet Stock Management
- vii. Inventory Reconciliation Process
- viii. Non Fuels Management
- ix. Underground Storage Tanks,Vent Pipes and Vapours
- x. Customer Service Excellence
- xi. Customer Connect
- xii. Staff Service
- xiii. Self Service, Personal Selling Skills, Customer Experience, Tracking, Mystery Shopper,Basics of Dispensing Pumps
- xiv. Vehicle FuellingProcedure,Pump Tolerance, Fuels Integrity, Fuels Contamination,Off Spec Oily Sludge,Used Oil Standard,IncidentNotification,Product Measurement – Dips and Meters, Product Receipt, Product Dispensing,Truck Driver Tank Truck Unloading, Drawing Tank Water, Steps to Sundown,Steps to Day Break(Tool Box Meeting).
- xv. Suspect Description Form, Outdoor waste receptacle and Management, Retail Station Housekeeping Standards and Practice, Restroom Management,Station Image and Facilities Standards,Financial Management, Change of Price, Theft Deterrence, Retail Station Profit and Loss.
- xvi. Retail Station Security and Safety, Retail Station Risk Assessment, Forecourt Management Systems, Payment Solutions and Point of Sale Automation,Credit Sales, Organizational Structure, People Management and Human Resource Issues, Emergency Management – Fire Apparatus,Firefigthing,Escalation,etc, Permits, Licenses and Approvals
- xvii. Hazardous Materials Handling, Traffic Management on Driveway and Management of Traffic Incidents,Competitive Intelligence, Fuels, Management Data Collection and Reports,Sales, Volume, Pump Availability & Optimization, Product Availability Etc, Retail Station Equipment Maintenance
- xviii. Fuels Redistribution and Home Delivery, Ancillary Profit Centres, Car Wash, Lube Bay, Other Service.

d. Who should attend?

- i. All forecourt supervision staff with oversight responsibility for company owned stations,franchisestations,independents and partner stations
- ii. Business Consultants,Branch Managers and Business Managers overseeing station dealers
- iii. Managers and Supervisors of Business Consultants and Branch Managers
- iv. Retail Engineering Department,Retail Network Development staff,Retail Stations Engineering Staff,Salesengineers,Salespersons,Sales Supervisors and Sales Managers involved retail service station sales,marketing,engineering,design and construction staff
- v. Station Dealers,Supervisors,Pumpists and Attendants, Corporate planners,Finance and Accounting Staff,Investment Planners, Audit and

Risk professionals, Regulators and Policy Makers, Non Governmental Organizations, Environmentalists, Banking and Finance Managers and Officers

- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation:** How to register. Contact us on any of the following point:
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 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients : Thereferree receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 15/09/2021
 - ii. Classroom training: 16/09/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

5. **LPG Downstream Operations and Marketing Excellence: Growing the LPG Distribution and Marketing Footprint across multiple Business Units- LPG 003**

- a. **Background**
 - i. World LPG demand continues to grow at around 2-3%/year resulting not only in several million tonnes of additional product entering the market but tens of thousands of new personnel added to the business. The local

LPG industry has been growing more than 15% cumulative since the introduction of the Gas Master

- ii. Plan and the domestic gas supply obligation. However this growth has been met by increasing competition and inadequate marketing capability.
- iii. In addition some of the major traditional LPG marketers like TOTAL have been exiting the business over the last few on safety and marketing excellence for competitive advantage in the evolving business landscape. The programme is a comprehensive training designed to address key operational methodologies for the safe and efficient management of downstream LP Gas operations as well as cover marketing aspects for the management of the business of LP Gas distribution.

b. Training Model

- i. Classroom Training: Three-day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three-day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. What is LPG? Where does it come from? Main properties and characteristics, typical specifications
- ii. LPG in the Energy Sector: LPG supply and demand, typical applications for LPG, main drivers for growth
- iii. Investing In, and Safely Managing, a Bulk LPG Storage Facility
- iv. Bulk installations including reticulated LPG systems, the investment case.
- v. Terminals and Depot
- vi. LPG Cylinder Management
- vii. Cylinder Ownership and Exchange Dichotomy: Asset or Product for sale
- viii. Cylinder design, cylinder management, cylinder filling
- ix. Cylinder Depots
- x. Composite Cylinders
- xi. LPG Decanting
- xii. Closed Loop Supply Chain for Cylinders with RFID Technology
- xiii. The Safe Storage, Handling and Distribution of LPG
- xiv. Bulk loading and road transport, Transporting and Journey Management
- xv. LPG Marketing - Household, Industrial, Commercial, etc
- xvi.
- xvii. The Case for Autogas

d. Who Should Attend?

- i. This programme is designed for managers, supervisors and operators responsible for the safe and efficient distribution and management of the LPG business as well as marketers who are keen to develop the value proposition for LP Gas.

- ii. The course provides critical and current knowledge to professionals with the following responsibilities within the LP Gas value chain:LPG Distribution, LPG Refilling,LPG Marketing and LPG Operations,LPG Driver Management
 - iii. Health,Environment and Safety personnel.
- e. **Reservation: How to register?Contact us on any of the following point:**
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :The referee receives a payout of 10% discount for every individual participant.
- g. **Date**
 - i. Online training: 11/08/2021
 - ii. Classroom training: 12/08/2021
- h. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. **Venue**
 - i. Syndicate Room B,AirportHotel,Ikeja,Lagos.

6. **Introduction to Strategic Planning for Downstream Fuels Marketing Industry SAM 072**

- a. **Description**
 - i. This training course will provide updated knowledge and skills to professionals interested in understanding the fundamentals of strategic planning for Downstream Oil and Gas Marketing. Delegates will be exposed to the complexity and inter relationships of global and local supply,shipping and ancillary logistics,terminalling and storage,distribution and marketing of fuels.Best industry approaches and practical examples across the entire fuels value chain for organizations to achieve success in the competitive landscape will be discussed.
- b. **Training Model**

- i. **Classroom Training:** Three-day Training, classroom setting and involves :
(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. **Online Training:** Three-day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.
- c. **This training course will feature the following:**
 - i. Global oil and gas dynamics
 - ii. Infrastructure status of Nigeria Downstream Oil and Gas Sector
 - iii. Competitive Landscape in Fuels Marketing
 - iv. Pricing Mechanisms and Impact on Margins
 - v. Regulatory agencies and their impact
 - vi. Downstream Transportation optimization
 - vii. Classes of strategic business units-Retail,Industrial,Commercial,Marine and Coastal,Aviation,Lubricants,LPG,Bulk and Peddling,etc
 - viii. Management of Service Stations and Retail Service Stations Network Optimization.
 - ix. Strategies and Future Trends in Retail Strategic Business Unit.
 - x. Vendor managed inventory model as an example of Vertical Marketing System in Downstream.
 - xi. Assist in the assessment of the critical success factors, strength, weaknesses, opportunities and threats to the business units using analytical tools.
 - xii. Understand the implications/impacts of the external environment (political, economic, social and commercial) on the business to enhance decision-making.
 - xiii. Developing appropriate strategies for sectoral performance excellence in downstream oil and gas marketing.
- d. **Who Should Attend**
 - i. Managers from the oil and gas industry.
 - ii. Employees at officer and supervisor positions who are performing thinking tasks, working, and learning.
 - iii. Reporting directly to a team leader or Senior Supervisor or Manager.
 - iv. In a mentee relationship with their more experienced supervisors and managers.
 - v. Beginning to engage in managerial culture,liaising with professional organizations, attending exhibitions, etc
 - vi. Beginning to investigate professional licensure options for their field
 - vii. Industry newcomers, Regulators and Administrators in contact with the Downstream Oil and Gas industry.
 - viii. Non Governmental Organizations
- e. **Reservation:How to register,Contact us on any of the following points:**
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f. Course Fee and Payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :Thereferree receives a payout of 10% discount for every individual participant.

g. Date

- i. Online training: 18/08/2021
- ii. Classroom training 19/08/2021

h. Time

- i. Online Training 9am to 12 noon
- ii. Classroom Training 9am to 3pm

i. Venue

- i. Syndicate Room B,AirportHotel,Ikeja,Lagos

7. The economics of Fuel Retailing in Service Stations- SAM 086

- a. **Description:** Fluctuations in international crude price,exchange rate uncertainties,quasi-regulated retail fuel prices,low retail margins,high property prices and low return on capital are among the key issues impacting players in the retail fuels business.The overall aim of this course is to provide participants with the knowledge,concepts, skills and tools necessary to develop and execute a strategic plan for retail service stations in view of tough global and local market pressures.

b. Training Model

- i. Classroom Training: Three-day Training, classroom setting and involves :(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three-day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Developing retail fuels service stations strategies to proactively grow the business despite the challenging business environment.
- ii. Develop an optimal, vision-driven network plan for retail service stations.
- iii. Different types of management models (CORO, COCO, COCA, RORO, ROCO, Independents, etc) for service stations, advantages and disadvantages. Recommendations for retail class of trade excellence.
- iv. Pricing as a key factor of competitive strategy and differentiation.
- v. Facilities optimization and asset optimization issues in retail stations.
- vi. Working capital options
- vii. Optimization of organizational value chain in retail fuels excellence.
- viii. Leveraging appropriate technology and mobility solutions
- ix. Ancillary profit centres and Non fuels Revenue strategies.
- x. Innovation and renovation strategies in retail station design.
- xi. Low cost operations in service stations.
- xii. Co-branding relationships and strategic partnerships.
- xiii. Image Refresh strategies for retail fuel stations.

d. Who Should Attend

- i. Network Development, Sales and Operations and other relevant departments who are involved in oversight, supervision and management of retail service stations.
- ii. All those involved in any aspect of implementing, managing or administering retail service station networks.
- iii. Regulators and Administrators in contact with the Downstream Oil and Gas retail industry
- iv. Non Governmental Organizations

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register,Contact us on any of the following point:

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g. Course fee and payment

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- iii. Discounted Pricing :
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 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 08/09/2021
- ii. Classroom training: 09/09/2021

i. Time

- i. Online Training: 9am to 12noon
- ii. Classroom Training: 9am to 3pm

j. Venue

- i. Syndicate Room B,AirportHotel,Ikeja,Lagos.

8. Lubricants sales and marketing excellence:Matching the technicalities with business strategy. LUB 002

a. Background

- i. This course provides comprehensive strategies,tactics,examples and tips for everybody involved in the marketing and sales of lubricants. It gives managers,planners,marketers,salespeople,product developers and support staff the skills,competencies and tools required to achieve significant competitive advantage and improved

profitability. It will also help operational and technical staff understand why their roles are so important. All the trends and future key issues for sale and marketing of lubricants.

b. Training Model

- i. Classroom Training: Three-day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three-day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Develop a sales and marketing strategy for lubricants
- ii. Lubricant market segmentation
- iii. Route to market analysis for lubricants
- iv. Distributor channel management -
retail, commercial, industrial, marine, aviation, B2B, B2C, etc
Passenger car motor oils and Heavy duty engine oils Lube
packaging, labelling and branding
- v. Pricing policies
- vi. Advertising and sales promotion
- vii. Partnerships, events and sponsorships
- viii. Lube Oil blending plant coordination with sales and marketing
Key accounts management
- ix. Toll blending and solution blending
- x. Organization structure for lubricants
- xi. Base oil and additives supply chain management

d. Who should attend?

- i. Managers, planners, marketers, salespeople, product developers, engineers and support staff in the entire lubricants supply and marketing chain, Sales and marketing staff of downstream retail fuels organizations, All forecourt supervision staff with oversight responsibility for company owned stations, franchise stations, independents and partner stations, Business Consultants, Branch Managers and Business Managers overseeing station dealers, Managers and Supervisors of Business Consultants and Branch Managers, All station

dealers, managers, supervisors and forecourt staff, regulators and Policy Makers, Non Governmental Organizations

e. Reservation: How to register, Contact us on any of the following point:

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f. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients : Thereferree receives a payout of 10% discount for every individual participant.

g. Date

- i. Online training: 13/08/2021
- ii. Classroom training: 14/08/2021

h. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

i. Venue

- i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

9. Design, Construction, Modification, Maintenance and Decommissioning of Fuel Service Stations- ERM 008

a. Background

- i. Fuel service stations achieve the best results when its best located with appropriate planning, design and construction done to make the service station achieve architectural colonization of space. A landmark fuel service station thus becomes a destination brand if it is designed and

implemented in line with best practice recommendations in line with local site marketing realities.

- ii. This programme aims to equip participants with the knowledge, skills and competencies to develop and execute a design, construction, modification, maintenance and decommissioning plan for fuel service stations.

b. Training Model

- i. Classroom Training: Three-day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three-day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Risk Assessment
- ii. Fire precaution
- iii. Environmental impact assessment, legislation, source- pathway-receptor review
- iv. Health and construction safety
- v. Hazardous classification: Legal requirements for marking controls, zones, etc, Area and sections classification standards
- vi. Planning and Design: Initial Plan, Permits, Design, Signage and Lighting, Layout considerations for tanks (USTS and ASTS), Dispensing and control systems, Pump Islands, Tanker Delivery Area, Vehicular movements, Drainage system, Future fuels, Fire fighting equipments, warnings and notice.
- vii. Containment systems: Suitable tank types, standards and installation, Pipeworks and vehicle recovery systems, Leak prevention containment and leak detection systems, Electrical installation, Divestment, Decommissioning and Reinstatement
- viii. Technical maintenance and property maintenance

d. Who should attend?

- i. Retail Engineering Department, Retail Network Development staff, Retail Stations Engineering Staff, Sales engineers, Sales persons, Sales Supervisors and Sales Managers involved retail service station sales, marketing, engineering, design and construction,
- ii. Corporate planners, Finance and Accounting Staff, Investment Planners
- iii. HES staff
- iv. Audit and Risk professionals
- v. Regulators and Policy Makers
- vi. Non Governmental Organizations
- vii. Environmentalists
- viii. Station Dealers, Supervisors, Pumpists and Attendants
- ix. Banking and Finance Managers and Officers

e. Reservation: How to register, Contact us on any of the following point:

- i. Email to :info@trinitra.com.ng
- ii. Telephone : +2347053801151,+2348024017123
- iii. Website :www.trinitra.com.ng
- iv. Facebook :<https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

f. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :Thereferree receives a payout of 10% discount for every individual participant.

g. Date

- i. Online training: 30/07/2021
- ii. Classroom training: 31/07/2021

h. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

i. Venue

- i. Syndicate Room B,AirportHotel,Ikeja,Lagos.

10. Supervising company owned and franchise fuel service stations for business excellence-SAM 085

a. Background

- i. Retail fuels business in service stations networks nationwide is undergoing monumental disruption across all fault lines of low volume sales and low margins,sky rocketing property values in the desirable locations,competitiveintensity,changing consumer behaviouralpatterns,invasive mobility technology,low investment appetite,challenging policy and regulatory environment,etc
- ii. There are key challenges in the management and supervision of company owned service stations and franchise stations in view of managerial capability,intense competition from independent stations with low overheads and indeed rampant cases of free riding by franchise stations where they purchase foreign,competitorfuels,comingle the fuels with company fuels and expose these companies to lost revenue,reputation damage and indeterminate third party and vicarious liabilities
- iii. This programme aims to re skill and up skill participants with the knowledge, competencies and tools for best-in-class management and

supervision of company owned stations,franchise stations and independent stations.

b. Training Model

- i. Classroom Training: Three-day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Thre-day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Overview of Retail Fuels Business Environment
- ii. Retail Stations Trade Area Analysis
- iii. Retail Stations Sales Planning
- iv. Retail Site Management Models
- v. Contractual Agreements-Company Owned,Franchise& Independents Stations
- vi. Retail Site Execution Processes - Visit plan,ActionPlan,Image and Facilities Evaluation,etc
- vii. Retail Site Selection - Traffic Count and Local Site Marketing
- viii. Growth strategies for competitive advantage
- ix. Wet stock management,StockOuts,OverStock,Dry Stock Management,etc
- x. Facilities and Asset optimization,Equipmentreliability,maintenance and repair,Station Design/Redesign and Image Refresh for environmental colonization of space and destination branding,DealerManagement,Station working capital,customer accounts and customer statement management,credit and receivables management,Profit and Loss Statements, Health,environment and safety practices for stations including loss prevention systems,practices and tools, Price as a key determinant of value;marketing practices to extract premium value,Customer Experience on Forecourt and Ancillary Profit Centres
- xi. Non Fuel Revenue, Co-branding and Partnerships,Dashboards and Reports, Performance Management for Dealers and Business Consultants, Cross functional Coordination, Relationship Strategy, Forecourt Leveraging retail forecourt and backend Technology

d. Who should attend?

- i. All forecourt supervision staff with oversight responsibility for company owned stations,franchisestations,independents and partner stations
- ii. Business Consultants,Branch Managers and Business Managers overseeing station dealers
- iii. Managers and Supervisors of Business Consultants and Branch Managers
- iv. Retail Engineering Department,Retail Network Development staff,Retail Stations Engineering Staff,Salesengineers,Salespersons,Sales Supervisors and Sales Managers involved retail service station sales,marketing,engineering,design and construction staff

- v. Station Dealers, Supervisors, Pumpists and Attendants, Corporate planners, Finance and Accounting Staff, Investment Planners, Audit and Risk professionals
- vi. Regulators and Policy Makers, Non Governmental Organizations, Environmentalists, Banking and Finance Managers and Officers
- e. **Reservation: How to register, Contact us on any of the following point.**
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 - ii. Telephone : +2347053801151, +2348024017123
 - iii. Website : www.trinitra.com.ng
 - iv. Facebook : <https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients : The referee receives a payout of 10% discount for every individual participant.
- g. **Date**
 - i. Online training: 06/09/2021
 - ii. Classroom training: 07/09/2021
- h. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. **Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

11. Tools for Managing Conflicts of Interest- LAM 017

- a. **Description**
 - i. A conflict of interest is a situation in which a person or organization is involved in multiple interests, financial or otherwise, and serving one interest could involve working against another. It occurs if, within a particular decision-making context, an individual is subject to two coexisting interests that are in direct conflict with each other. Such a matter is of importance because under such circumstances the decision-making process can be disrupted or compromised in a manner that affects the integrity or the reliability of the outcomes.
 - ii. Conflict of interest issues has confirmed that such conflicts often mask more serious compliance issues relating to fraud and even legal

violations. Interestingly, conflict of interest issues are significant at every level of the company. Starting with the board of directors to senior management and every employee.

- iii. Conflict of interest risks can be significant.
- iv. This Conflicts of Interest training course describes the most common workplace conflict-of-interest situations and the circumstances in which they arise. It is intended to train employees of all types of organizations to recognize and avoid conflicts of interest, particularly with regard to personal, financial and family interests, dealing with customers and suppliers, and handling offers of gifts and entertainment. It is important that the contending interests be clearly identified and the process for separating them is rigorously established.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Concept of conflict of interest
- ii. Types of conflict of interest
- iii. Conflict of interest - Global Experiences: UK Financial Conduct Authority (FCA) Handbook rules, European Commission's Markets in Financial Instruments Directive (MiFID) and Market Abuse Directive (MAD), The US Sarbanes-Oxley Act of 2002 (specifically, Section 406), New York Stock Exchange (NYSE) Rules, U.S. Foreign Corrupt Practices Act (FCPA)
- iv. Conflict of interest - Local Nigerian Experiences, Gifts and Favors, What is Considered Inappropriate Entertainment?, What Constitutes a "Kickback"?, Retaliation and Whistle blower Protections, Special Considerations: Government and Public Employees, Court Cases Covering Ethical Issues with Gift and Favors in the Workplace
- v. Practical Examples, Environmental hazards and human health, Self-regulation, Insurance claims adjusters, Purchasing agents and sales personnel, Government officials, Finance industry and elected officials, Finance industry and economists, Stockbrokers, Media
- vi. Mitigation of conflict of interest

d. Who should attend

- i. This training is ideal for anyone who would like to gain a strong grasp and improve their dealing with conflicts of interest in the workplace.
- ii. All Staff Within An Organisation
- iii. Legal department Managers and staff
- iv. Corporate department Managers and staff
- v. Corporate secretariat staff

- vi. Compliance department staff and Managers,Risk and Audit department staff and managers,Finance and Accounting Staff and Managers,etc
- vii. Team Leaders,Executives,Assistants,Officers,Secretaries
- viii. Internal and external stakeholders in all organizations
- ix. Government regulators and Policy Makers
- x. Public servants
- xi. Labour Unions and Cooperatives
- xii. Non Governmental Organizations
- e. **Course Methodology** :This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used.The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to :info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website :www.trinitra.com.ng
 - iv. Facebook :<https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :Thereferree receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 04/06/2021
 - ii. Classroom training: 05/06/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,AirportHotel,Ikeja,Lagos

12. Performance Management and Salary Administration in Fuels Marketing Industry-HMR 008

a. Background

- i. Performance management is the term used to refer to activities, tools, processes, and programs that companies create or apply to manage the performance of individual employees, teams, departments, and other organizational units within their organizational influence. At the workplace, performance management is implemented by employees with supervisory roles. Normally, the goal of managing performance is to allow individual employees to find out how well they had performed relative to performance targets or key performance indicators during a specific performance period from their supervisors and managers.
- ii. An organization wide 360 process that is integrated into its culture can be a powerful tool for communicating and instituting change, rapidly touching all members of the organization. Performance management is a factual basis for compensation and rewards.
- iii. This course aims to give participants the knowledge, skills, tools and competencies for effective performance management and salary administration.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Performance planning, Performance coaching, Performance appraisal, Performance problem, Performance improvement, Salary administration and compensation management, Performance management and employee development, Implementing a performance management system

d. Course Competencies

- i. Understanding the techniques, purpose and role of effective performance management in organizations today.
- ii. Understand the purpose and effectiveness of Performance Appraisals.
- iii. Identify and evaluate the alternative techniques and determine the most suitable employee's for/in their organization.
- iv. Apply proven techniques of Effective Performance Management
- v. Know how to implement comprehensive performance management system
- vi. Implement standard salary administration and pay for performance

e. Who Should Attend

- i. Human Resources Managers, Supervisors and Officers in Remuneration and Benefits, Payroll Management, Industrial and Labour relations, Learning and development, ect
- ii. Managers and Heads of departments
- iii. Supervisors and team leaders.

- iv. Company executives
- v. Owners of small and medium scale enterprises
- vi. Labour Unions, Employee Cooperatives
- f. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to :info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website :www.trinitra.com.ng
 - iv. Facebook :<https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :Thereferree receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 06/08/2021
 - ii. Classroom training: 07/08/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

13. Introduction to Strategic Planning for Downstream Fuels Marketing Industry- SAM 072

- a. **Description**
 - i. This training course will provide updated knowledge and skills to professionals interested in understanding the fundamentals of strategic planning for Downstream Oil and Gas Marketing. Delegates will be exposed to the complexity and inter relationships of global and local supply,shipping and ancillary logistics,terminalling and storage,distribution and marketing of fuels.Best industry approaches and practical examples across the entire fuels value chain for organizations to achieve success in the competitive landscape will be discussed.
- b. **Training Model**

- i. Classroom Training: Three -day Training, classroom setting and involves :
(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1)
Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.
- c. **This training course will feature the following:**
 - i. **Day One**
 - 1. Global oil and gas dynamics
 - 2. Infrastructure status of Nigeria Downstream Oil and Gas Sector
 - 3. Competitive Landscape in Fuels Marketing
 - 4. Pricing Mechanisms and Impact on Margins
 - 5. Regulatory agencies and their impact
 - 6. Downstream Transportation optimization
 - 7. Classes of strategic business units-
Retail,Industrial,Commercial,Marine and
Coastal,Aviation,Lubricants,LPG,Bulk and Peddling,etc
 - 8. Management of Service Stations and Retail Service Stations
Network Optimization
 - 9. Strategies and Future Trends in Retail Strategic Business Unit
 - ii. **Day Two**
 - 1. Vendor managed inventory model as an example of Vertical
Marketing System in Downstream.
 - 2. Assist in the assessment of the critical success factors, strength,
weaknesses, opportunities and threats to the business units using
analytical tools
 - 3. Understand the implications/impacts of the external environment
(political, economic, social and commercial) on the business to
enhance decision-making.
 - 4. Developing appropriate strategies for sectoral performance
excellence in downstream oil and gas marketing.
 - iii. **Day Three**
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer
Discussion and Role Play
- d. **Who Should Attend**
 - i. Managers from the oil and gas industry.
 - ii. Employees at officer and supervisor positions who are performing
thinking tasks, working, and learning.
 - iii. Reporting directly to a team leader or Senior Supervisor or Manager.
 - iv. In a mentee relationship with their more experienced supervisors and
managers.
 - v. Beginning to engage in managerial culture,liaising with professional
organizations, attending exhibitions, etc
 - vi. Beginning to investigate professional licensure options for their field
 - vii. Industry newcomers

- viii. Regulators and Administrators in contact with the Downstream Oil and Gas industry
- ix. Non Governmental Organizations
- e. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to :info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website :www.trinitra.com.ng
 - iv. Facebook :<https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :The referee receives a payout of 10% discount for every individual participant.
- g. **Date**
 - i. Online training: 18/08/2021
 - ii. Classroom training: 19/08/2021
- h. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

14. Contracting and Contracts Administration in Downstream Fuels Marketing Industry- SCM 012

- a. **Description**
 - i. The overall aim of this course is to provide participants with the knowledge,concepts, skills and tools necessary to manage and administer contracts post award. Participants in this interactive course will learn all the processes and activities required to implement contractual obligations. The course will also cover contract administration best practices.
- b. **Training Model**

- i. Classroom Training: Three -day Training, classroom setting and involves :
(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1)
Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Contract planning with Phases of Contract Management including pre-contract phase,contract execution phase and post award phase (often referred to as contract compliance/governance).
 - 2. Stages of Contract Management like initialrequests,authoringcontracts,negotiating the contract,approving the contract,execution of the contract,obligation management,baseline management,commitment management,communication management,contract visibility and awareness,documentmanagement.
 - 3. Growing businesses and Marketing Relationship Management with sales-side contracts across sales and marketing value chain.
 - 4. Contract revisions and amendment.

ii. Day Two

- 1. Auditing and reporting of contracts
- 2. Renewal
- 3. Contract compliance/governance
- 4. Change management
- 5. Managing contractors.
- 6. Managing claims and disputes
- 7. Resolving disputes.
- 8. Partnership with contractors

iii. Day Three

- 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.

d. Course Competencies: By the end of the course, participants will be able to:

- i. Outline the major activities and steps of contract administration.
- ii. Identify administration tools that are used during the implementation as well as the role of the contract administrator.
- iii. Create a system to evaluate contractors and determine their strengths and weaknesses and demonstrate the importance of partnership in contract administration.
- iv. Explain the different types of variation orders, claims and damages.
- v. Prepare for negotiating contract variations and claims in order to reach a satisfactory settlement

e. Who Should Attend

- i. Employees in Procurement, Supply, Engineering, Sales, Marketing, Finance, Accounting, Legal, Audit, Risk and other relevant departments who are involved in stages of contract administration.
- ii. All those involved in any aspect of implementing, managing or administering contracts in the post-award phase of the contracting process and who want to learn about the best practices in contract administration.
- iii. Business Managers from the oil and gas industry.
- iv. Employees at officer and supervisor positions who are performing thinking tasks, working, and learning.
- v. Reporting directly to a team leader or Senior Supervisor or Manager.
- vi. In a mentee relationship with their more experienced supervisors and managers.
- vii. Regulators and Administrators in contact with the Downstream Oil and Gas industry.
- viii. Non Governmental Organizations

- f. Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used during contract implementation. The course also features the use of a number of case studies and role plays by participants followed by discussions.

g. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

h. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :The referee receives a payout of 10% discount for every individual participant.

i. Date

- i. Online training: 17/09/2021
- ii. Classroom training: 18/09/2021

j. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

k. Venue

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

15. National Network Planning and designing Trade Areas for Retail Fuels Marketing- SAM 073

a. Description

- i. The overall aim of this course is to provide participants with the knowledge,concepts, skills and tools necessary to develop and execute a national network plan for retail service stations,commercial and industrial customers with vendor managed fuelling solutions and other relevant business units.The goal of Network Planning is to define network vision and to develop a high-level roadmap for obtaining vision in all markets, ultimately driving site-by-site decisions.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.

- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

i. Day One

1. Develop an optimal, vision-driven network plan for retail service stations, and for commercial and industrial facilities.
2. Guiding principles and high-level strategies for the national network plan.
3. Perform systematic and consistent analysis across constituent units of the national network development space, from the national network plan to strategic market plan, investor market plan, trade area, price zones and detailed network plan.
4. How to identify Key Direct Investment Territories & their respective high-level strategies.

ii. Day Two

1. To develop sound capital investment options, which are tested by sensitivities to worst, expected and best-case scenarios around market climate (margin and demand levers) and competitive activity.
2. Identify and prioritize site-by-site decisions
3. Facilities and Asset Optimization Strategies
4. Retail class of trade management options and vertical marketing systems for vendor managed inventory arrangements.
5. Internal and external dependencies affecting national network plan including supply, terminalling and storage, distribution, marketing and competitive factors

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Course Competencies

- i. Develop objectives for National Network Plan
- ii. High level assessment of market attractiveness and market position
- iii. High level market classification, action recommendations driven at national level and in-country level.
- iv. Test & validate guiding principles-based recommendations from National Network Plan.
- v. Trade Area Analysis Tools.
- vi. Retail Site Selection Tool and conducting Traffic Counts.
- vii. Site level recommendations based on Detailed Network Plan, and factors to be considered for site marketing.
- viii. Consistency of product offerings across site
- ix. Development and implementation of retail classes of trade including COCO, CORO, COCA, RORO, ROCO, BWS and other variants.
- x. Optimization of co-brand relationships and offerings.

e. Who Should Attend

- i. Network Development, Sales, Marketing, Engineering and Operations and other relevant departments who are involved in oversight, supervision and management of retail service stations and VMI locations.
- ii. All those involved in any aspect of implementing, managing or administering retail and commercial networks..
- iii. Regulators and Administrators in contact with the Downstream Oil and Gas industry.
- iv. Non Governmental Organizations.

f. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

g. Reservation: How to register, Contact us on any of the following point:

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- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

h. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients : The referee receives a payout of 10% discount for every individual participant.

i. Date

- i. Online training: 20/08/2021
- ii. Classroom training: 21/08/2021

j. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

k. Venue

- i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

16. Is there a Future for Fuel Service Stations? Strategies for Growth of Retail Service Stations in a Regulated Fuels Market- SAM 074

a. Description

- i. Fluctuations in international crude price, exchange rate uncertainties, quasi-regulated retail fuel prices, low retail margins, high property prices and low return on capital are among the key issues impacting players in the retail fuels business. The overall aim of this course is to provide participants with the knowledge, concepts, skills and tools necessary to develop and execute a strategic plan for retail service stations in view of tough global and local market pressures.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

i. Day One

- 1. Developing retail fuels service stations strategies to proactively grow the business despite the challenging business environment.
- 2. Develop an optimal, vision-driven network plan for retail service stations.
- 3. Different types of management models (CORO, COCO, COCA, RORO, ROCO, Independents, etc) for service stations, advantages and disadvantages. Recommendations for retail class of trade excellence.
- 4. Pricing as a key factor of competitive strategy and differentiation.
- 5. Facilities optimization and asset optimization issues in retail stations.

ii. Day Two

- 1. Working capital options
- 2. Optimization of organizational value chain in retail fuels excellence.
- 3. Leveraging appropriate technology and mobility solutions
- 4. Ancillary profit centres and Non fuels Revenue strategies.
- 5. Innovation and renovation strategies in retail station design.
- 6. Low cost operations in service stations.
- 7. Co-branding relationships and strategic partnerships.
- 8. Image Refresh strategies for retail fuel stations.

iii. Day Three

- 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who Should Attend

- i. Network Development, Sales and Operations and other relevant departments who are involved in oversight, supervision and management of retail service stations.

- ii. All those involved in any aspect of implementing, managing or administering retail service station networks.
 - iii. Regulators and Administrators in contact with the Downstream Oil and Gas retail industry
 - iv. Non Governmental Organizations
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to :info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website :www.trinitra.com.ng
 - iv. Facebook :<https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training:23/08/2021
 - ii. Classroom training: 24/08/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

17. **Brand Management and Guardianship in Downstream Fuels Marketing-SAM 075.**

- a. **Description**
 - i. A brand is the essence of an organization, represented through all of its actions, products, services, and communications in ways that encourage its most important constituents to admire it, respect it, identify with it, trust it, and be fiercely loyal to it .A brand is a company, product or

service with a promise. A brand establishes a relationship and experience between a company, product or service and its audiences over time.

- ii. A strong brand contributes to the goodwill in the balance sheet of a company and adds to the total shareholder value.
- iii. The overall aim of this course is to provide participants with the knowledge, concepts, skills and tools necessary to develop and execute a strategic plan for retail service stations in view of tough global and local market pressures.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Brand audit guidelines including Brand Inventory, Brand Exploratory, Brand Positioning and Integrated Marketing Communications Programme.
 - 2. Brand equity attributes like brand promise, brand value proposition and brand
 - 3. Brand planning methodology with objectives, audience analysis, market research, competitive analysis, brand strategy, positioning, messaging, visual identity and tools
 - 4. Consumer behaviour analysis.
 - 5. Integrated marketing communications including data-driven coordination of tactics like advertising, promotion, events, sponsorship, co-branding and partnerships, collateral materials management, viral marketing, PR and publicity, etc
- ii. Day Two
 - 1. Reputation marketing and brand activations with retail installations activities.
 - 2. Digital marketing
 - 3. Data Analytics
 - 4. Brand guardianship and managing advertising agencies and related services.
 - 5. Managing the brand budget
 - 6. Internal brand management and brand ambassador programmes.
 - 7. Return on brand investments.
- iii. Day Three
 - 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who Should Attend

- i. Brand/Marketing Managers,Corporate Communications Managers,Business Development Managers,Public Relations Practitioners,Media Heads in Advertising Agencies.
 - ii. All those involved in any aspect of implementing, managing or administering retail service station networks.
 - iii. This branding course is ideal for those who want to acquire the skill set to successfully kick-start a career in the marketing and communications field within businesses of all kinds and sizes.
 - iv. Regulators and Administrators in contact with the Downstream Oil and Gas retail industry
 - v. Non Governmental Organizations
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used.The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to :info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website :www.trinitra.com.ng
 - iv. Facebook :<https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 25/08/2021
 - ii. Classroom training: 26/08/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

18. Corporate Communication,Identity and Brand Management- SAM 076

a. Description

- i. Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends. It is the messages issued by a corporate organization to its audiences, such as employees, media, channel partners and the general public. Organizations aim to communicate the same message to all its stakeholders, to transmit coherence, credibility and ethics.
- ii. Corporate communication helps organizations explain their mission, combine its many visions and values into a cohesive message to stakeholders. The concept of corporate communication could be seen as an integrative communication structure linking stakeholders to the organisation. Effective corporate identity management requires the engagement of a broad range of tested strategies and competencies if any organization must survive today's dynamic business environment.
- iii. The course aims to provide participants with the knowledge, concepts, skills and tools necessary to develop and execute a strategic plan corporate Communication, Identity and Brand Management.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 1. Corporate branding
 2. Corporate and organizational identity
 3. Corporate responsibility
 4. Corporate reputation: Building Virile Corporate Reputation: Issues, Challenges and Strategies
 5. Crisis communication
 6. Internal/employee communication
 7. Investor relations.
- ii. Day Two
 1. Public relations: issues management and media relations
 2. Company/spokesperson profiling
 3. Techniques for Managing Media Relations and Negative Press
 4. Strategies for Growing Brand Equity in a Turbulent Economy – The Nigerian Experience
 5. Ethical Issues in Crisis Communication and Reputation Management
 6. Brand Management
- iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who Should Attend

- i. Corporate Communications Managers, Public Relations Practitioners, Publicists, Brand/Marketing Managers, Business Development Managers, Media Heads in Advertising Agencies.
- ii. All those involved in any aspect of implementing, managing or administering corporate and brand communications.
- iii. Ideal for those who want to acquire the skill set to successfully kick-start a career in the corporate and brand communications field within businesses of all kinds and sizes.
- iv. Regulators and Administrators in contact with the Downstream Oil and Gas retail industry.
- v. Non Governmental Organizations.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients : The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 19/07/2021
- ii. Classroom training: 20/07/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. Venue

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

19. Tools for Managing Conflicts of Interest- LAM 017

a. Description

- i. A conflict of interest is a situation in which a person or organization is involved in multiple interests, financial or otherwise, and serving one interest could involve working against another. It occurs if, within a particular decision-making context, an individual is subject to two coexisting interests that are in direct conflict with each other. Such a matter is of importance because under such circumstances the decision-making process can be disrupted or compromised in a manner that affects the integrity or the reliability of the outcomes.
- ii. Conflict of interest issues has confirmed that such conflicts often mask more serious compliance issues relating to fraud and even legal violations. Interestingly, conflict of interest issues are significant at every level of the company. Starting with the board of directors to senior management and every employee.
- iii. Conflict of interest risks can be significant.
- iv. This Conflicts of Interest training course describes the most common workplace conflict-of-interest situations and the circumstances in which they arise. It is intended to train employees of all types of organizations to recognize and avoid conflicts of interest, particularly with regard to personal, financial and family interests, dealing with customers and suppliers, and handling offers of gifts and entertainment. It is important that the contending interests be clearly identified and the process for separating them is rigorously established.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Concept of conflict of interest
 - 2. Types of conflict of interest
 - 3. Conflict of interest - Global Experiences
 - 4. UK Financial Conduct Authority (FCA) Handbook rules
 - 5. European Commission's Markets in Financial Instruments Directive (MiFID) and Market Abuse Directive (MAD).
 - 6. The US Sarbanes-Oxley Act of 2002 (specifically, Section 406)
 - 7. New York Stock Exchange (NYSE) Rules.
 - 8. U.S. Foreign Corrupt Practices Act (FCPA)
- ii. Day Two

1. Conflict of interest - Local Nigerian Experiences
2. Gifts and Favors
3. What is Considered Inappropriate Entertainment?
4. What Constitutes a "Kickback"?
5. Retaliation and Whistle blower Protections
6. Special Considerations: Government and Public Employees
7. Court Cases Covering Ethical Issues with Gift and Favors in the Workplace
8. Practical Examples
9. Environmental hazards and human health
10. Self-regulation
11. Insurance claims adjusters
12. Purchasing agents and sales personnel
13. Government officials
14. Finance industry and elected officials
15. Finance industry and economists
16. Stockbrokers
17. Media
18. Mitigation of conflict of interest

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend

- i. This training is ideal for anyone who would like to gain a strong grasp and improve their dealing with conflicts of interest in the workplace.
- ii. All Staff Within An Organisation
- iii. Legal department Managers and staff
- iv. Corporate department Managers and staff
- v. Corporate secretariat staff
- vi. Compliance department staff and Managers, Risk and Audit department staff and managers, Finance and Accounting Staff and Managers, etc
- vii. Team Leaders, Executives, Assistants, Officers, Secretaries
- viii. Internal and external stakeholders in all organizations
- ix. Government regulators and Policy Makers
- x. Public servants
- xi. Labour Unions and Cooperatives
- xii. Non Governmental Organizations.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

- i. Email to :info@trinitra.com.ng
- ii. Telephone : +2347053801151,+2348024017123
- iii. Website :www.trinitra.com.ng
- iv. Facebook :<https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients :The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 04/06/2021
- ii. Classroom training: 05/06/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. Venue

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

20. Compliance tools and procedures for corporate governance- LAM 016

a. Background

- i. Corporate governance is the collection of mechanisms, processes and relations by which corporations are controlled and operated. Corporate governance is necessary because of the possibility of conflicts of interests between stakeholders, primarily between shareholders and upper management or among shareholders. Interest in the corporate governance practices of modern corporations, particularly in relation to accountability, increased following the high-profile collapses of a number of large corporations, many of which involved accounting fraud. Corporate scandals of various forms have maintained public and political interest in the regulation of corporate governance. Globally these scandals include Enron and WorldCom. Corporate governance includes the processes through which corporations' objectives are set and pursued in the context of the social, regulatory and market environment. These include monitoring the actions, policies, practices, and decisions of organizations. Corporate governance practices can be seen as attempts to align the interests of stakeholders.

- ii. This course aims to provide participants with the knowledge, concepts, skills and tools necessary to comply with corporate governance framework and best practices.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Theory of Corporate Governance
 - 2. Principal-agent conflict
 - 3. Principal-principal conflict (the multiple principal problem)
 - 4. Models of corporate governance
 - 5. Corporate Governance Regulations
- ii. Day Two
 - 1. Codes and guidelines
 - 2. country examples of corporate governance
 - 3. Stakeholders in corporate governance
 - 4. Responsibilities of the board of directors
 - 5. The influence of control and ownership structures on corporate governance
 - 6. Mechanisms and controls for corporate governance.
- iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.

d. Course Competencies

- i. Equip participants with the knowledge, key skills and attitude necessary to function as an influential corporate governance player and serve as go-to person for corporate governance
- ii. Have a clear overview of current thinking and developments in the field of corporate governance, risk management and compliance.
- iii. Administer effectively corporate governance, risk management, and compliance within an organisation and to contribute to corporate performance at a senior level.
- iv. Understand the interrelationship between management, finance, law and ethics in the field of corporate governance, risk management and compliance.
- v. Effectively apply the principles of corporate governance, risk management and compliance, and appraise the significance of risk management for good governance.

- vi. Compare the responsibilities of organisations to different stakeholder groups, and advice on issues of ethical conduct and the application of principles of corporate responsibility or corporate citizenship.
- vii. Use their knowledge of corporate governance, risk management and compliance to promote the positive public perception of their organisation, attract investors and clients, promote profitability and enduring economy.

e. Who should attend?

- i. This training is ideal for anyone who would like to gain a strong grasp and improve their dealing with conflicts of interest in the workplace.
- ii. All Staff Within An Organisation
- iii. Legal department Managers and staff
- iv. Corporate department Managers and staff
- v. Corporate secretariat staff
- vi. Compliance department staff and Managers, Risk and Audit department staff and managers, Finance and Accounting Staff and Managers, etc
- vii. Team Leaders, Executives, Assistants, Officers, Secretaries
- viii. Internal and external stakeholders in all organizations
- ix. Government regulators and Policy Makers
- x. Public servants
- xi. Labour Unions and Cooperatives
- xii. Non Governmental Organizations

f. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients : The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 02/06/2021
- ii. Classroom training: 03/06/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. Venue

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

21. Performance Management and Salary Administration in Fuels Marketing Industry- HMR 008

a. Background

- i. Performance management is the term used to refer to activities, tools, processes, and programs that companies create or apply to manage the performance of individual employees, teams, departments, and other organizational units within their organizational influence. At the workplace, performance management is implemented by employees with supervisory roles. Normally, the goal of managing performance is to allow individual employees to find out how well they had performed relative to performance targets or key performance indicators during a specific performance period from their supervisors and managers.
- ii. An organization wide 360 process that is integrated into its culture can be a powerful tool for communicating and instituting change, rapidly touching all members of the organization. Performance management is a factual basis for compensation and rewards.
- iii. This course aims to give participants the knowledge, skills, tools and competencies for effective performance management and salary administration.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Performance planning
 - 2. Performance coaching
 - 3. Performance appraisal
 - 4. Performance problem
 - 5. Performance improvement
- ii. Day Two
 - 1. Salary administration and compensation management
 - 2. Performance management and employee development
 - 3. Implementing a performance management system
- iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Course Competencies

- i. Understanding the techniques, purpose and role of effective performance management in organizations today.
- ii. Understand the purpose and effectiveness of Performance Appraisals.
- iii. Identify and evaluate the alternative techniques and determine the most suitable employee's for/in their organization.
- iv. Apply proven techniques of Effective Performance Management
- v. Know how to implement comprehensive performance management system
- vi. Implement standard salary administration and pay for performance

e. Who Should Attend

- i. Human Resources Managers, Supervisors and Officers in Remuneration and Benefits, Payroll Management, Industrial and Labour relations, Learning and development, etc
- ii. Managers and Heads of departments
- iii. Supervisors and team leaders.
- iv. Company executives
- v. Owners of small and medium scale enterprises
- vi. Labour Unions
- vii. Employee Cooperatives

f. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii.
- iv. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients : The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 06/08/2021

- ii. Classroom training: 07/08/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

22. **The key to succeeding in Industrial and Commercial Business to Business(B2B) Sales and Relationship Marketing- SAM 077**

a. **Background**

- i. With the commoditization of many industrial and commercial products and services, increased globalization, and endless amounts of options, today's buyers are pushing for lower prices more than ever. Indeed, competition is stiff and buyers have a lot of purchasing power. Industrial selling is a mystery to many workers and executives. A tremendous amount of effort, thought, and interpersonal strength goes into a successful B2B campaign, which begins with an approach to one sales person and ends with a whole company's commitment to buy. The process is so complex that it almost defies description.
- ii. Even in this new environment, there are some sellers who are winning deals at higher prices. They are succeeding at bringing in new clients and beating quotas.
- iii. The most successful industrial salespeople have one thing in common. Above all else, they focus on value. They are obsessed with providing value to their buyers over and above the products and services they offer.
- iv. This course aims to give participants the knowledge,skills,tools and competencies for effective performance industrial and commercial B2B sales management.

b. **Training Model**

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. **This training course will feature the following:**

- i. Day One
 - 1. Industrial customer attractiveness
 - 2. Industrial customer segmentation
 - 3. The Relational Development Model
 - 4. Industrial Customer Buying Process and Analysis of Buying Centre
 - 5. Competitive tendering
 - 6. Bidding process
 - 7. Industrial buying journey

8. Non-tender purchasing
9. From cannon fodder to preferred tenderer
- ii. Day Two
 1. Solution selling and Consultative Selling Techniques
 2. Relationship Mapping and B2B Relationship Strategy
 3. Customer Experience Management - Customer Satisfaction Survey
 4. Key Account Management Techniques for B2B
 5. Value Tracking and Performance Indicators
 6. The Internet and B2B marketing
 7. Vertical Marketing Systems in B2B Marketing - Asset management,cashflow,peoplemanagement,etc.
- iii. Day Three
 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.
- d. **Who should attend?**
 - i. Sales engineers,Salespersons,Sales Supervisors and Sales Managers involved Industrial and Commercial Sales,B2B Sales,B2C Sales,Business Development Managers,MarketingManagers,etc
- e. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to :info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website :www.trinitra.com.ng
 - iv. Facebook :<https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients :The referee receives a payout of 10% discount for every individual participant.
- g. **Date**
 - i. Online training: 21/07/2021
 - ii. Classroom training: 22/07/2021
- h. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. **Venue**

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos

23. Credit Management,Accounts Receivable and Debt Collection:Tools for Cash flow Management and Competitive Advantage- SAM 078

a. Background

- i. Free cash flow is the cash a company produces through its operations, less the cost of expenditures on assets. Free cash flow is important because it allows a company to pursue opportunities that enhance shareholder value.Without cash, it's tough to develop new products, make acquisitions, pay dividends and reduce debt.Its a strong indicator of company performance.
- ii. The effects of failures of credit risk management on Free cash flow can range from simple poor cash flow to total shut down of the business.Therefore a seller must know to whom it sells its goods and services.
- iii. This course aims to give participants the knowledge,skills,tools and competencies for effective credit management.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Developing a Credit and Accounts Receivable Policy
 - 2. Administration Delegation of Authority
 - 3. General Credit Principles
 - 4. Credit Granting
 - 5. 5 C's of Credit Evaluation
 - 6. Financial Risk Assessment
 - 7. Non-Financial Risk Assessment
 - 8. Credit Scoring Models
 - 9. Temporary Credit Lines
- ii. Day Two
 - 1. Credit Line Reviews
 - 2. Security and Collateral
 - 3. Allowance for Doubtful Accounts and Bad Debts
 - 4. Credit Committees
 - 5. Receivables Account Handling
 - 6. Establishing,Cancelling,Re-instating (New, Increase and Temporary) Credit Lines

7. Payments, Query Resolution and Accounts
Reconciliations, Credit Violations, Doubtful Debt Allowance, Bad Debt Write-offs
8. Debt collection
- iii. Day Three
 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.
- d. **Who should attend?**
 - i. Sales engineers, Salespersons, Sales Supervisors and Sales Managers involved Industrial and Commercial Sales, B2B Sales, B2C Sales, Business Development Managers, Marketing Managers, etc
- e. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to : info@trinitra.com.ng
 - ii. Telephone : +2347053801151, +2348024017123
 - iii. Website : www.trinitra.com.ng
 - iv. Facebook : <https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients : The referee receives a payout of 10% discount for every individual participant.
- g. **Date**
 - i. Online training: 23/07/2021
 - ii. Classroom training: 24/07/2021
- h. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. **Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

24. Retail Service Stations Design Standards- SAM 080

- a. **Background**
 - i. Retail fuels service stations have continually faced challenges of low volume sales and dismal return on capital due to a myriad of challenges. The emergent business environment of quasi-

deregulation, competitive intensity, consumer behaviour and local site dynamics add more to the low returns. Location is a key determinant choice and profitable value. However, rising real estate property values make investments in service stations less attractive.

- ii. This course promises to use a holistic review of environmental, regulatory, competitive, consumer and technological dimensions to review service station design standards in an effort to make retail stations businesses become not only attractive destination brands but also more profitable investments.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Retail site selection and Traffic Count Management
 - 2. Regulatory and Approval Guidelines
 - 3. Identification of compatibility as a key design objective for the built environment
 - 4. Operational characteristics and the development context
 - 5. Contemporary urban design guidelines
 - a. Streetscape and Built Form
 - b. Forecourt Traffic Management
 - c. Pedestrians and Cyclists
 - d. Vehicles and Parking
 - e. Landscape and Environment
 - f. Signs
 - g. Servicing and Utilities
 - h. Safety and Security
- ii. Day Two
 - 1. Image Components like Perimeter ID Signs, Pylon, Monument, High Rise, Canopy, Fascia, Logotype, Logo, Fascia Lighting, Columns, Fuelling Position, Fuel Island Components, Trash Container, Dispensing Pumps
 - 2. Ancillary Profit Centres and Non fuel revenue
 - 3. Mobility solutions and leveraging appropriate technology.
 - 4. Cessation of sale of motor vehicle fuels.
 - 5. Conversion of a full-service station.
 - 6. Nonconforming outdoor display and storage.
- iii. Day Three
 - 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i. Retail Stations Engineering Staff, Network Development staff, Sales engineers, Salespersons, Sales Supervisors and Sales Managers involved retail service station design and construction
- ii. Corporate planners, Finance and Accounting Staff, Investment Planners
- iii. HES staff
- iv. Audit and Risk professionals
- v. Regulators and Policy Makers
- vi. Non Governmental Organizations
- vii. Environmentalists

e. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

f. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients : The referee receives a payout of 10% discount for every individual participant.

g. Date

- i. Online training: 27/08/2021
- ii. Classroom training: 28/08/2021

h. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

i. Venue

- i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

25. Retail Stations Site Selection Best Practices- SAM 082

a. Background

- i. For a retail fuel service station network, the retail trade area is the sphere of influence. Determining the trade area is data-driven because retailers can use transaction data. How far are vehicle drivers willing to drive to visit a retail fuel service station? Retailers need to consider this question

from consumers when they're selecting a new store site. A retail trade area is the geographic area that a retail station draws from, the longest drive a customer is willing to make. Essentially, trade area analysis is a methodology, process or technique that provides a basis for understanding, visualizing and quantifying the extent and characteristics of known or approximated trade areas. In this lesson, we'll examine trade areas and explain their importance to fuel retailers in determining location and site of retail stations, divest from station locations, etc.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Identify the main factors to consider when analyzing a retail trading area
 - 2. Understanding the geographic extent and characteristics of store patronage.
 - 3. Spatially assessing performance.
 - 4. Performing competitive analysis.
 - 5. Evaluating market penetration and market gap analysis.
 - 6. Target marketing amidst local site marketing realities.
- ii. Day Two
 - 1. Merchandising.
 - 2. Identifying/quantifying effects of cannibalization.
 - 3. Developing and exploiting demographic profiles - Motorist Types and Behaviour Analysis
 - 4. Site suitability and site selection studies.
 - 5. Radial Ring Models
 - 6. Gravity Analysis
 - 7. Drive Time Model
 - 8. Developmental Master Plan Analysis
 - 9. Enterprise Analysis.
- iii. Day Three
 - 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i. Retail Network Development staff, Retail Stations Engineering Staff, Sales engineers, Salespersons, Sales Supervisors and Sales Managers involved retail service station sales, marketing, engineering, design and construction,
- ii. Corporate planners, Finance and Accounting Staff, Investment Planners

- iii. HES staff
- iv. Audit and Risk professionals
- v. Regulators and Policy Makers
- vi. Non Governmental Organizations
- vii. Environmentalists
- viii. Station Dealers
- ix. Banking and Finance Managers and Officers
- e. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to : info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website : www.trinitra.com.ng
 - iv. Facebook : <https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- g. **Date**
 - i. Online training: 30/08/2021
 - ii. Classroom training: 31/08/2021
- h. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

26. **Technical and facilities maintenance and repair of fuel service stations-ERM 007.**

- a. **Background**
 - i. Maintenance is one of the central issues in operational activities, which involve any type of equipment. Complex equipment and devices used in any system constitute majority of the capital invested in industry. Equipment is subject to deterioration with usage and time and deterioration is often reflected in higher operation costs and lower service quality. In order to keep operational costs down while maintaining

good service quality, maintenance and repair is often performed on a scheduled basis or on a break down basis.

- ii. The cost of maintenance-related activities in industrial facilities has been estimated as 15–40% of total operation costs and the trend toward increased automation has forced managers to pay even more attention to maintain complex equipment and keep them in available state. Traditionally it is known that the probability of failure would increase as equipment is aged, and that it would sharply decrease after a planned preventive maintenance.
- iii. A fuel service station includes several facilities and equipment that need to be maintained. In particular, fuel dispensers, power generators, storage tanks, car wash equipment, and other ancillary equipment need to be kept in operational condition for effective performance and profitable service.
- iv. This programme aims to equip participants with the knowledge, skills and competencies to develop and execute a maintenance and Repair Plan for fuel service stations.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Types of Technical maintenance: Planned Maintenance, Preventive maintenance program, Reliability-centered maintenance program, Condition-Based Maintenance
 - 2. Mechanical, Submersible Pumps & Controls
 - 3. Dispensing Pump Maintenance
 - 4. Electronic Dispenser & Fuel Management Systems
 - 5. Power generator maintenance
 - 6. Maintenance of lifters and compressors, etc
 - 7. Electrical installation maintenance
- ii. Day Two
 - 1. Underground Storage Tanks Maintenance
 - 2. Electronic Tank Monitoring Equipment
 - 3. Property Maintenance - Facilities Management
 - 4. Maintenance of civil structures, signages, buildings, restrooms, driveway, etc
 - 5. Record keeping and reports
 - 6. Insourcing or outsourcing maintenance services
 - 7. Spare Parts Management
 - 8. Maintenance Contracts.

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend?

- i. Retail Network Development staff, Retail Stations Engineering Staff, Sales Engineers, Salespersons, Sales Supervisors and Sales Managers involved retail service station sales, marketing, engineering, design and construction,
- ii. Corporate planners, Finance and Accounting Staff, Investment Planners
- iii. HES staff
- iv. Audit and Risk professionals
- v. Regulators and Policy Makers
- vi. Non Governmental Organizations
- vii. Environmentalists
- viii. Station Dealers, Supervisors, Pumpists and Attendants
- ix. Banking and Finance Managers and Officers

e. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

f. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

g. Date

- i. Online training: 28/07/2021
- ii. Classroom training: 29/07/2021

h. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

i. Venue

- i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

27. Design,Construction,Modification,Maintenance and Decommissioning of Fuel Service Stations- ERM 008

a. Background

- i. Fuel service stations achieve the best results when its best located with appropriate planning,design and construction done to make the service station achieve architectural colonization of space.A landmark fuel service station thus becomes a destination brand if it is designed and implemented in line with best practice recommendations in line with local site marketing realities.
- ii. This programme aims to equip participants with the knowledge,skills and competencies to develop and execute a design,construction,modification,maintenance and decommissioning plan for fuel service stations.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 1. Risk Assessment
 - a. Fire precaution
 - b. Environmental impact assessment,legislation,source-pathway-receptor review
 - c. Health and construction safety
 2. Hazardous classification
 - a. Legal requirements for marking controls,zones,etc
 - b. Area and sections classification standards
 3. Planning and Design
 - a. Initial Plan
 - b. Permits
 - c. Design
 - d. Signage and Lighting
 - e. Layout considerations for tanks (USTS and ASTS)
 - f. Dispensing and control systems,PumpIslands,Tanker Delivery Area.
 - g. Vehicular movements
 - h. Drainage system
 - i. Future fuels.
- ii. Day Two
 1. Fire fightingequipments,warnings and notices, containment systems.

- a. Suitable tank types, standards and installation.
 - b. Pipeworks and vehicle recovery systems
 - c. Leak prevention containment and leak detection systems
 - 2. Electrical installation, Divestment, Decommissioning and Reinstatement.
 - a. Technical maintenance and property maintenance
- iii. Day Three
 - 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.
- d. **Who should attend?**
 - i. Retail Engineering Department, Retail Network Development staff, Retail Stations Engineering Staff, Sales engineers, Salespersons, Sales Supervisors and Sales Managers involved retail service station sales, marketing, engineering, design and construction,
 - ii. Corporate planners, Finance and Accounting Staff, Investment Planners
 - iii. HES staff
 - iv. Audit and Risk professionals
 - v. Regulators and Policy Makers
 - vi. Non Governmental Organizations
 - vii. Environmentalists
 - viii. Station Dealers, Supervisors, Pumpists and Attendants
 - ix. Banking and Finance Managers and Officers
- e. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to : info@trinitra.com.ng
 - ii. Telephone : +2347053801151, +2348024017123
 - iii. Website : www.trinitra.com.ng
 - iv. Facebook : <https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- g. **Date**
 - i. Online training: 30/07/2021
 - ii. Classroom training: 31/07/2021

h. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

i. Venue

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

28. Supervising company owned and franchise fuel service stations for business excellence- SAM 085

a. Background

- i. Retail fuels business in service stations networks nationwide is undergoing monumental disruption across all fault lines of low volume sales and low margins,sky rocketing property values in the desirable locations,competitiveintensity,changing consumer behavioural patterns,invasive mobility technology,low investment appetite,challenging policy and regulatory environment,etc
- ii. There are key challenges in the management and supervision of company owned service stations and franchise stations in view of managerial capability,intense competition from independent stations with low overheads and indeed rampant cases of free riding by franchise stations where they purchase foreign,competitorfuels,comingle the fuels with company fuels and expose these companies to lost revenue,reputation damage and indeterminate third party and vicarious liabilities.
- iii. This programme aims to re skill and up skill participants with the knowledge, competencies and tools for best-in-class management and supervision of company owned stations,franchise stations and independent stations.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Overview of Retail Fuels Business Environment
 - 2. Retail Stations Trade Area Analysis
 - 3. Retail Stations Sales Planning
 - 4. Retail Site Management Models
 - 5. Contractual Agreements-Company Owned,Franchise& Independents Stations
 - 6. Retail Site Execution Processes - Visit plan,ActionPlan,Image and Facilities Evaluation,etc
 - 7. Retail Site Selection - Traffic Count and Local Site Marketing

8. Growth strategies for competitive advantage
9. Wet stock management, Stock Outs, Over Stock, Dry Stock Management, etc
10. Facilities and Asset optimization
11. Equipment reliability, maintenance and repair
12. Station Design/Redesign and Image Refresh for environmental colonization of space and destination branding

ii. Day Two

1. Dealer Management
2. Station working capital, customer accounts and customer statement management, credit and receivables management
3. Profit and Loss Statements
4. Health, environment and safety practices for stations including loss prevention systems, practices and tools
5. Price as a key determinant of value; marketing practices to extract premium value
6. Customer Experience on Forecourt and Ancillary Profit Centres
7. Non Fuel Revenue
8. Co-branding and Partnerships
9. Dashboards and Reports
10. Performance Management for Dealers and Business Consultants
11. Cross functional Coordination
12. Relationship Strategy
13. Forecourt Leveraging retail forecourt and backend Technology

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend?

- i. All forecourt supervision staff with oversight responsibility for company owned stations, franchise stations, independents and partner stations
- ii. Business Consultants, Branch Managers and Business Managers overseeing station dealers
- iii. Managers and Supervisors of Business Consultants and Branch Managers
- iv. Retail Engineering Department, Retail Network Development staff, Retail Stations Engineering Staff, Sales engineers, Salespersons, Sales Supervisors and Sales Managers involved retail service station sales, marketing, engineering, design and construction staff
- v. Station Dealers, Supervisors, Pumpists and Attendants, Corporate planners, Finance and Accounting Staff, Investment Planners
- vi. Audit and Risk professionals
- vii. Regulators and Policy Makers
- viii. Non Governmental Organizations
- ix. Environmentalists
- x. Banking and Finance Managers and Officers

e. Reservation: How to register, Contact us on any of the following point:

- i. Email to :info@trinitra.com.ng
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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

f. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

g. Date

- i. Online training: 06/09/2021
- ii. Classroom training: 07/09/2021

h. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

i. Venue

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

**29. Environment,Health and Safety Guidelines for Retail Fuel Service Stations-
HES 005**

a. Background

- i. Good health,environment and safety (HES) performance over and above legal requirements has for many years been considered best practice. Experience has shown that improved HES management can bring wider benefits in addition to helping to protect and enhance health,environment and safety: reducing energy consumption and waste, making more efficient use of resources and preventing losses of product all lead to direct cost savings, while reviewing operational practices can help create a safer and more efficient organisation.
- ii. This training is aimed principally at owners and operators of petrol service stations and will also be of use to those involved in the inspection and maintenance of petrol service stations and to regulators.
- iii. The philosophy presented in this training is that 'prevention is better than cure' in line with Loss Prevention Systems.This training assists with the

development of an HES Management System as a practicable means to manage HES risks. Its based on the Plan-Do-Check-Act (PDCA) continual improvement cycle that helps an organisation to achieve its HES goals.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves :
(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

i. Day One

- 1. Environmental issues relating to Leaks and Spills,WasteWater,Waste Management and Emissions to Air as they affect fuel dispensing equipment,tanks and piping and fuel delivery equipment
- 2. Waste water management practices for storm water,automobile washing and other effluents
- 3. Automobile repair and site maintenance
- 4. Site upgrade and decommissioning
- 5. Emmissions to air -Volatile organic compunds and vapour recovery systems
- 6. Occupational health and safety standards and practices on chemical hazards,fire and explosions and confined spaces
- 7. Best practices in community health and safety
- 8. HES ownership,organization,culture,responsibilities and accountabilities
- 9. Design specifications impacting HES
- 10. Emergency management and Incidence Response

ii. Day Two

- 1. Product Handling
- 2. Loss Prevention principles and practices
- 3. Job Safety Analysis and Loss Prevention Observations,Verifications and Validations for – Price Change,CarWash,TrashEnclosure,PumpIsland,Restroom,RobberyD eterrence,TrashHandling,Cleaning Pump Island,Steps to Sundown,Vehicle Fuelling Procedure,Station Takeover process,ContaminatedSoil,UsedOil,Off Spec Oil,Incident Notification Guidelines,Dips and Metres,Drawing Tank Water,GuagingTanks,etc
- 4. Performance Indicators and Monitoring
- 5. Emission and effluent guidelines
- 6. Environmental monitoring
- 7. Accident and Fatality
- 8. HSE Reporting and Dashboards

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend?

- i. This training is aimed principally at owners and operators of fuel service stations and will also be of use to those involved in the inspection and maintenance of petrol service stations and to regulators.
- ii. Health, environment and safety practitioners will benefit optimally
- iii. All forecourt supervision staff with oversight responsibility for company owned stations, franchise stations, independents and partner stations
- iv. Business Consultants, Branch Managers and Business Managers overseeing station dealers
- v. Managers and Supervisors of Business Consultants and Branch Managers.
- vi. All station dealers, managers, supervisors and forecourt staff.
- vii. Retail Engineering Department, Retail Network Development staff, Retail Stations Engineering Staff, Sales engineers, Sales persons, Sales Supervisors and Sales Managers involved retail service station sales, marketing, engineering, design and construction staff
- viii. Audit and Risk professionals
- ix. Regulators and Policy Makers
- x. Non Governmental Organizations
- xi. Environmentalists
- xii. Banking and Finance Managers and Officers

e. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
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f. Course fee and payment

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- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

g. Date

- i. Online training: 02/08/2021
- ii. Classroom training: 03/08/2021

h. Time

- i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

30. Loss Prevention System - Principles and Practices in Downstream Fuels Marketing- HES 006

a. Background

- i. Loss Prevention System is a comprehensive management system designed to help organizations prevent all types of losses (personnel safety, process safety, reliability, product quality, etc.) to improve ALL aspects of the business. It helps prevent or reduce losses using human and organizational performance principles, behavior-based tools and proven management techniques.
- ii. This training seeks to empower participants within organizations with the knowledge, skills, and expertise of LPS to collaboratively work together to improve overall business performance.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. LPS Basics: Loss-Ratio Triangle, The Loss Sequence, LPS Principles
 - 2. LPS Tools and Activities
 - 3. LPS Guidelines
 - 4. Loss Investigations - Investigation team and Review Committee, Loss Occurrence and Notification, Risk Assessment of Incident, Root Cause Analysis and Investigation Report
- ii. Day Two
 - 1. Loss Prevention Observations- Principles, Organization, Processes, Documentation
 - 2. Tools for Risk Assessment and Risk Management - Safe Performance Self Assessment, Job Safety Analysis, Job Safety Process, Roles and Responsibilities
 - 3. LPS Stewardship
 - 4. Implementation of LPS
- iii. Day Three
 - 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i. This training is aimed principally at business owners and employees at every level within the organization.
 - ii. Health, environment and safety practitioners will benefit optimally
 - iii. All forecourt supervision staff with oversight responsibility for company owned stations, franchise stations, independents and partner stations
 - iv. Business Consultants, Branch Managers and Business Managers overseeing station dealers
 - v. Managers and Supervisors of Business Consultants and Branch Managers.
 - vi. All station dealers, managers, supervisors and forecourt staff.
 - vii. Retail Engineering Department, Retail Network Development staff, Retail Stations Engineering Staff, Sales engineers, Sales persons, Sales Supervisors and Sales Managers involved retail service station sales, marketing, engineering, design and construction staff
 - viii. Audit and Risk professionals
 - ix. Regulators and Policy Makers
 - x. Non Governmental Organizations
 - xi. Environmentalists
 - xii. Banking and Finance Managers and Officers
- e. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to : info@trinitra.com.ng
 - ii. Telephone : +2347053801151, +2348024017123
 - iii. Website : www.trinitra.com.ng
 - iv. Facebook : <https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- g. **Date**
 - i. Online training: 04/08/2021
 - ii. Classroom training: 05/08/2021
- h. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. **Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

31. Pricing Policy and Standards for Retail Fuels Marketing Industry- SAM 024

a. Background

- i. Pricing is the reflection of everything you do as a business. Pricing is important since it defines the value that your product are worth for you to make and for your customers to use. It is the tangible price point to let customers know whether it is worth their time and investment. Pricing becomes very critical in the downstream retail fuels marketing environment where there is quasi regulation of products supply and modular price regulation by the government.
- ii. This training will give participants the knowledge, skills and tools for price optimization for a huge impact on increasing profits

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 1. Review of pricing as a determinant of value in downstream retail fuels marketing in service station networks.
 2. Different types of pricing.
 3. Retail fuel marketing strategy.
 4. Trade Area Analysis and Prize Zoning
 5. Price positioning
 6. General price movements across different classes of company owned, franchise and independent station.
- ii. Day Two
 1. Price communication strategy
 2. Price Responsiveness
 3. Competitor, Competitive pricing and competitive intensity in a price zone.
 4. Under the canopy discounting support
 5. Price change approvals
 6. Collection of price data
 7. Margin Management and Trade Offs
 8. Site performance
 9. Automation of retail prices
- iii. Day Three
 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i. This training is aimed principally at sales and marketing staff of downstream retail fuels organizations.

- ii. All forecourt supervision staff with oversight responsibility for company owned stations,franchisestations,independents and partner stations
- iii. Business Consultants,Branch Managers and Business Managers overseeing station dealers
- iv. Managers and Supervisors of Business Consultants and Branch Managers.
- v. All station dealers,managers,supervisors and forecourt staff.
- vi. Audit and Risk professionals
- vii. Regulators and Policy Makers
- viii. Non Governmental Organizations
- ix. Banking and Finance Relationship Managers and Officers
- e. Reservation: How to register, Contact us on any of the following point:**
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 - ii. Telephone : +2347053801151,+2348024017123
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- g. Date**
 - i. Online training: 28/12/2021
 - ii. Classroom training: 29/12/2021
- h. Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

32. Convenience Retailing redevelopment strategies for optimizing forecourt retail experience- SAM 083

- a. Background**
 - i. Shrinking profit margins and increasing competition means service stations can't survive just by pumping petroleum products. The old school, petrol-and-go stations are a thing of the past. Because convenience sales are so important to profitability, newer stations are

being built on bigger acres of land and have more dispensing pumps, convenience stores, other auto services, jobbers and other ancillary profit centres in order to turn a profit.

- ii. This training aims to provide participants with the knowledge, skills and competencies to achieve asset optimization for retail service stations using convenience retailing and other non fuel revenue models.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves :
(1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Nigerian Retail Landscape
 - 2. Retail Consumer Behaviour and Local Site Marketing
 - 3. Product supply chain excellence
 - 4. The scale of Operations for Non Fuel Revenue - Quick Service Restaurants, Convenience Stores and Services
 - 5. Store Layout and Design
 - 6. Merchandising
 - 7. Tiering of offerings and In-store Space Management
 - 8. Operating systems for convenience retailing
 - 9. Branding and Co-branding Partnerships
 - 10. Hypermarket retailing model
 - 11. Trends in the Automotive Industry affecting non fuel retailing
- ii. Day Two
 - 1. Advertising and Promotion
 - 2. Forecourt-Convenience Retailing Conversion
 - 3. Customer Service - Improve Your Guest Service
 - 4. Welcome to the Convenience Store Industry
 - 5. Compliance-Convenience stores and their employees must comply with many laws and guidelines. Modules within this workshop include Lottery, Workmen Compensation, Responsible Alcohol Sales, Responsible Tobacco Sales, etc
 - 6. Safety & Security including First Aid, Basic Store Safety, Fire Safety
 - 7. Clean Operations: Impress Your Customers
Serving & Preparing Safely
 - 8. Contracting for Non Fuel Revenue businesses
 - 9. Leveraging Technology and Mobility solutions influence on Non Fuel Businesses.
- iii. Day Three
 - 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i. This training is aimed principally at sales and marketing staff of downstream retail fuels organizations.
- ii. All forecourt supervision staff with oversight responsibility for company owned stations, franchisestations, independents and partner stations
- iii. Business Consultants, Branch Managers and Business Managers overseeing station dealers
- iv. Managers and Supervisors of Business Consultants and Branch Managers.
- v. All station dealers, managers, supervisors and forecourt staff.
- vi. Regulators and Policy Makers
- vii. Non Governmental Organizations
- viii. Banking and Finance Relationship Managers and Officers

e. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

f. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

g. Date

- i. Online training: 01/09/2021
- ii. Classroom training: 02/09/2021

h. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

i. Venue

- i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

33. Asset Optimization strategies for growth of sales and profitability in retail fuels service stations- SAM 084

a. Background

- i. Major marketers of retail fuels have been showing shrinking returns from retail service stations have been impacted by low-price competition from

independent stations. Therefore increasing returns from service stations can be achieved by asset optimization strategies with the goal to make timely and informed decisions to safely and profitably maximise the value of service stations' physical assets.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Overview of retail fuels marketing industry
 - 2. Forecourt growth strategies
 - 3. Quick Service Restaurants
 - 4. Convenience Stores
 - 5. Ancillary Services and Profit Centres
 - 6. Non Fuel Revenue Growth strategies
 - 7. Mobility solutions strategy
 - 8. Key asset optimization strategies
- ii. Day Two
 - 1. Equipment design and development
 - 2. Operations Planning
 - 3. Process Control and Management
 - 4. Reliability Analysis and Planning
 - 5. Asset Maintenance and Repair
 - 6. Asset Procurement
 - 7. Safety and Regulatory Compliance
- iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.

d. Who should attend?

- i. This training is aimed principally at sales and marketing staff of downstream retail fuels organizations.
- ii. All forecourt supervision staff with oversight responsibility for company owned stations,franchisestations,independents and partner stations
- iii. Business Consultants,Branch Managers and Business Managers overseeing station dealers
- iv. Managers and Supervisors of Business Consultants and Branch Managers.
- v. All station dealers,managers,supervisors and forecourt staff.
- vi. Regulators and Policy Makers
- vii. Non Governmental Organizations
- viii. Banking and Finance Relationship Managers and Officers

e. Reservation: How to register, Contact us on any of the following point:

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- iv. Facebook :<https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- g. Date**
 - i. Online training: 03/09/2021
 - ii. Classroom training: 04/09/2021
- h. Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

34. Transformational Turnaround strategies for Downstream fuels marketing organizations in an era of disruptive change- LAM 015

- a. Background**
 - i. The growing competition linked to globalization, the introduction of new technology, economic liberalization and gradual deregulation, and changing societal expectations and values create an environment of permanent turbulence. Faced with such turbulence, few downstream fuels marketing companies have escaped the need to reorganize, downsize, outsource, acquire or divest. Whether it is a one-time action to increase shareholder value or an ongoing process aimed at improving general competitiveness, restructuring is going to stay high on the agenda of top executives and management.
- b. Training Model**
 - i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

i. Day One

1. Train participants on how to be flexible, highly customer-oriented, with temporary structures and fewer levels of management.
2. Managing project teams and self-managing teams
3. Core competencies
4. Review evolution from vertical integration to value acquisition
5. Learn organizational size.
6. Managing how to managing what.
7. Methods for Transformation
8. Company Turnaround

ii. Day Two

1. Downsizing
2. Business Process Re-engineering
3. Outsourcing and In-sourcing
4. Joint Ventures
5. Mergers and Acquisitions
6. Networking like Contract Manufacturing
7. Ownership Restructuring
8. Privatization
9. Turnaround Strategies
10. Terminate losing activities
11. Cut costly programmes

d. Who should attend?

- i. This training is aimed principally at CEOs, Executives, Senior Manager and Managers of businesses.
- ii. Sales and Marketing staff of downstream retail fuels organizations.
- iii. Owners of Small and Medium Enterprises
- iv. Regulators and Policy Makers
- v. Non Governmental Organizations

e. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

f. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.

2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- g. Date**
- i. Online training: 09/08/2021
 - ii. Classroom training: 10/08/2021
- h. Time**
- i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. Venue**
- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

35. Truck Fleet Optimization and Road Transport Safety in Downstream Marketing Logistics- SCM 014

- a. Background**
- i. Fleet Optimization has among it's responsibilities, the development of processes for managing and improving road transport safety within the company operated and contracted trucking fleets.The umbrella process is the Road Transport Safety Management Plan.This plan states expectations for the management of safe fleet operations for both company and contractor fleets.
- b. Training Model**
- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.
- c. This training course will feature the following:**
- i. Day One
 1. Background to Nigeria Road Transport Industry,particularly for Fuels
 2. Regulatory and Compliance Standards
 3. Petroleum Equalization Fund
 4. Product Pricing Template
 5. Fleet Operations Management
 6. Fleet Automation and Technology
 7. Distribution Requirements Planning
 8. Sales and Operations Planning

ii. Day Two

1. Road Transport safety sub processes.
2. Accountabilities and Responsibilities
3. Journey Management
4. Driver Selection and Health
5. Driver Training
6. Driver Performance Management
7. Vehicle selection and Maintenance
8. Vehicle safe Operating Standards
9. Performance Monitoring
10. Transport Contract Requirements
11. Community Outreach

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend?

- i. This training is aimed at Logistics and Operations staff and Trucking Managers for both company owned and contractor fleet.
- ii. Fuel Terminal and Storage Depot staff
- iii. Owners of truck fleet
- iv. Petroleum Tanker Operators and Drivers
- v. Regulators and Policy Makers
- vi. Non Governmental Organizations

e. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

f. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

g. Date

- i. Online training: 22/09/2021

- ii. Classroom training: 23/09/2021
- h. Time
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. Venue
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

36. Dynamics of Petroleum Depot and Terminal Operations- SCM 015

a. Background

- i. This training course is designed for personnel working in the petroleum depot and Terminal operations seeking to acquire more knowledge on effective handling of depot and terminal operations, storage, design standards, depot automation and warehouse control.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Oil Terminal Operations-The services offered include the management and administration of oil terminal facilities including tank farms and jetties.
 - 2. The undertaking of operational tasks including product handling, product stock control and product quality control, pollution prevention, contingency planning and oil spill emergency response, mechanical and electrical maintenance including pollution prevention equipment.
 - 3. Loading and discharging of vehicles and ships
- ii. Day Two
 - 1. Key Performance Indicators including Inventory, Inventory accuracy, Inventory Days of Supply (Quantity), Shrinkage
 - 2. Physical Stock Monitoring
 - 3. Physical Stock and Book Stock Reconciliation
 - 4. Shared Depot and Third Party Depot Handling
 - 5. Replenishment Planning
 - 6. Storage Tanks, Types and Operational Technicalities
 - 7. Terminal and Depot Automation
- iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Course Competencies

- i. Evaluating the different custody transfer and depot operations standards and practices.
- ii. Analyse the methodology for monitoring and controlling depot and terminal losses
- iii. Value the dynamics of oil product storage and distribution
- iv. Learn the safety, health and environment aspects of depot operations
- v. Understanding the various functions within a petroleum depot
- vi. Understanding the principles governing depot operations
- vii. Stocks taking, accounting and control.

e. Who should attend?

- i. Depot and Terminal Personnel Managers and supervisors
- ii. Facility Operators
- iii. Engineers
- iv. Site managers
- v. Anybody that has an interest in depot and Terminal operations or running of a depot

f. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 24/09/2021
- ii. Classroom training: 25/09/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. **Venue**

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

37. LPG Downstream Operations and Marketing Excellence:Growing the LPG Distribution and Marketing Footprint across multiple Business Units- LPG 003

a. Background

- i. World LPG demand continues to grow at around 2-3%/year resulting not only in several million tonnes of additional product entering the market but tens of thousands of new personnel added to the business.The local LPG industry has been growing more than 15% cumulative since the introduction of the Gas Master Plan and the domestic gas supply obligation.However this growth has been met by increasing competition and inadequate marketing capability.
- ii. In addition some of the major traditional LPG marketers like TOTAL have been exiting the business over the last few years resulting in new companies entering the market.Indeed the safety record of LPG have been affected by high profile gas explosions.
- iii. This training aims to ensure proper training is carried out on safety and marketing excellence for competitive advantage in the evolving business landscape.The programme is a comprehensive training designed to address key operational methodologies for the safe and efficient management of downstream LP Gas operations as well as cover marketing aspects for the management of the business of LP Gas distribution.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. What is LPG? Where does it come from? Main properties and characteristics, typical specifications.
 - 2. LPG in the Energy Sector:LPG supply and demand, typical applications for LPG, main drivers for growth.
 - 3. Investing In, and Safely Managing, a Bulk LPG Storage Facility.
 - 4. Bulk installations including reticulated LPG systems, the investment case.
 - 5. Terminals and Depot.
- ii. Day Two
 - 1. LPG Cylinder Management

2. Cylinder Ownership and Exchange Dichotomy: Asset or Product for sale.
3. Cylinder design, cylinder management, cylinder filling
4. Cylinder Depots
5. Composite Cylinders
6. LPG Decanting
7. Closed Loop Supply Chain for Cylinders with RFID Technology
8. The Safe Storage, Handling and Distribution of LPG.
9. Bulk loading and road transport, Transporting and Journey Management.
10. LPG Marketing - Household, Industrial, Commercial, etc
11. The Case for Autogas.

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who Should Attend?

- i. This programme is designed for managers, supervisors and operators responsible for the safe and efficient distribution and management of the LPG business as well as marketers who are keen to develop the value proposition for LP Gas.
- ii. The course provides critical and current knowledge to professionals with the following responsibilities within the LP Gas value chain: LPG Distribution, LPG Refilling, LPG Marketing and LPG Operations, LPG Driver Management
- iii. Health, Environment and Safety personnel

e. Reservation: How to register, Contact us on any of the following point:

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- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

f. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

- g. **Date**
 - i. Online training: 11/08/2021
 - ii. Classroom training: 12/08/2021
- h. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

38. Lubricants sales and marketing excellence: Matching the technicalities with business strategy- LUB 002

- a. **Background**
 - i. This course provides comprehensive strategies,tactics,examples and tips for everybody involved in the marketing and sales of lubricants. It gives managers,planners,marketers,salespeople,product developers and support staff the skills,competencies and tools required to achieve significant competitive advantage and improved profitability. It will also help operational and technical staff understand why their roles are so important.All the trends and future key issues for sale and marketing of lubricants.
- b. **Training Model**
 - i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.
- c. **This training course will feature the following:**
 - i. Day One
 - 1. Develop a sales and marketing strategy for lubricants
 - 2. Lubricant market segmentation
 - 3. Route to market analysis for lubricants.
 - 4. Distributor channel management - retail,commercial,industrial,marine,aviation,B2B,B2C,etc Passenger car motor oils and Heavy duty engine oils Lubepackaging,labelling and branding
 - 5. Pricing policies
 - ii. Day Two
 - 1. Advertising and sales promotion
 - 2. Partnerships,events and sponsorships
 - 3. Lube Oil blending plant coordination with sales and marketing Key accounts management
 - 4. Toll blending and solution blending
 - 5. Organization structure for lubricants

6. Base oil and additives supply chain management
- iii. Day Three
 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.
- d. **Who should attend?**
 - i. Managers, planners, marketers, salespeople, product developers, engineers and support staff in the entire lubricants supply and marketing chain.
 - ii. Sales and marketing staff of downstream retail fuels organizations.
 - iii. All forecourt supervision staff with oversight responsibility for company owned stations, franchise stations, independents and partner station.
 - iv. Business Consultants, Branch Managers and Business Managers overseeing station dealers
 - v. Managers and Supervisors of Business Consultants and Branch Managers.
 - vi. All station dealers, managers, supervisors and forecourt staff.
 - vii. Regulators and Policy Makers
 - viii. Non Governmental Organizations
- e. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to : info@trinitra.com.ng
 - ii. Telephone : +2347053801151, +2348024017123
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- g. **Date**
 - i. Online training: 13/08/2021
 - ii. Classroom training: 14/08/2021
- h. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. **Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

39. The economics of Fuel Retailing in Service Stations- SAM 086

a. Description

- i. Fluctuations in international crude price, exchange rate uncertainties, quasi-regulated retail fuel prices, low retail margins, high property prices and low return on capital are among the key issues impacting players in the retail fuels business. The overall aim of this course is to provide participants with the knowledge, concepts, skills and tools necessary to develop and execute a strategic plan for retail service stations in view of tough global and local market pressures.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Developing retail fuels service stations strategies to proactively grow the business despite the challenging business environment.
 - 2. Develop an optimal, vision-driven network plan for retail service stations.
 - 3. Different types of management models (CORO, COCO, COCA, RORO, ROCO, Independents, etc) for service stations, advantages and disadvantages. Recommendations for retail class of trade excellence.
 - 4. Pricing as a key factor of competitive strategy and differentiation.
 - 5. Facilities optimization and asset optimization issues in retail stations.
- ii. Day Two
 - 1. Working capital options
 - 2. Optimization of organizational value chain in retail fuels excellence.
 - 3. Leveraging appropriate technology and mobility solutions
 - 4. Ancillary profit centres and Non fuels Revenue strategies.
 - 5. Innovation and renovation strategies in retail station design.
 - 6. Low cost operations in service stations.
 - 7. Co-branding relationships and strategic partnerships.
 - 8. Image Refresh strategies for retail fuel stations.
- iii. Day Three
 - 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who Should Attend

- i. Network Development, Sales and Operations and other relevant departments who are involved in oversight, supervision and management of retail service stations.

- ii. All those involved in any aspect of implementing, managing or administering retail service station networks.
 - iii. Regulators and Administrators in contact with the Downstream Oil and Gas retail industry
 - iv. Non Governmental Organizations.
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to : info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website : www.trinitra.com.ng
 - iv. Facebook : <https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 08/09/2021
 - ii. Classroom training: 09/09/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

40. **Effective Bid and Tender Strategies for Industrial and Commercial Petroleum Products Sales competitiveness- SCM 013**

- a. **Background**
 - i. This Bid and Tender Management skills training course, delivered by instructors, supplies participants with an understanding of the bid and tender process, and how to make a successful bid. It empowers participants on how to deliver high quality bids within strict time lines, and effectively manage them in accordance with the tender

specifications.

Participants would gain competencies that will significantly increase their bidding skills for making successful tenders.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves :
(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1)
Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Pre tender meetings
 - 2. Tender writing skills
 - 3. Information Mapping
 - 4. Key Contract Conditions
 - 5. Managing Risks
 - 6. Contract Administration in terms of solicitation process,BIDS,RFP,RFQ,RFI and Single Source.
 - 7. Roles and Responsibilities of User Departments,ContractAdministration,Contract Compliance & Vendor Services,Board Report Representative/Coordinator,Legaldepartment,Risk& Benefits Management,etc
- ii. Day Two
 - 1. Selection of Bidders
 - 2. Selection Methods detailing competitive bidding,competitivenegotiations,direct negotiations
 - 3. Selection criteria including pre qualification,technical evaluation and commercial evaluation.
 - 4. Managing Bids - Bids Process including market sounding,notify and pre qualify,bidding,bid evaluation and negotiation
 - 5. Bidder strategy and Bidder Process.
 - 6. Pre-Negotiation,Negotiation strategy and Execution
- iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.

d. Course Competencies

- i. How to choose the right opportunity
- ii. How to formulate win themes and bid strategy
- iii. The importance of kick-off meetings
- iv. How to write compelling bids
- v. Our top-tips and do's and don't's
- vi. Document design and formatting
- vii. What to do up to and after submission

e. Who should attend?

- i. Procurement Directors, Procurement Managers, Purchasing Managers
- ii. Business Owners / Managing Directors
- iii. Supplier Managers
- iv. Supply Chain Consultants
- v. Buyers / Senior Buyers
- vi. Operations Directors,
- vii. Operations Managers
- viii. Finance Managers
- ix. Project Managers
- x. Operations Managers
- xi. Executive Directors
- xii. General Managers
- xiii. Divisional Heads
- xiv. Project Directors
- xv. Project Engineers
- xvi. Project and Team Lead Contract Professionals and Administrators
- xvii. Contract Analyst and Engineers Specifiers, Purchasing Professionals
- xviii. Procurement Officers and anyone involved in the preparation, evaluation and management of commercial invitations to tender, requests for bids and proposals and contracts for the purchase of services, materials or equipment.

f. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

g. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

h. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

i. Date

- i. Online training: 20/09/2021
 - ii. Classroom training: 21/09/2021
- j. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- k. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

41. Gaining Competitive Marketing Advantage with Excellent Customer Service- SAM 087

a. Background

- i. Time and time again, we see evidence that great customer service experiences are critical in maintaining customer loyalty and satisfaction. Its said to be the 'true test' of how much a company values them.And customer service training is vital to maintaining excellent customer relations.
- ii. But not every team has the resources or time to create their own training regime. When hiring new recruits with a range of customer service backgrounds, it can be hard to know if everyone is equipped with similar —or wildly different—approaches to customer service. Combine this with the ever-expanding presence of global teams, and there's huge potential for inconsistencies and communication issues.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Crafting Customer Service Vision and Objectives
 - 2. Key elements of customer service strategy including Policies and Procedures, Delivery Channels,Operations,Technology,Communications and Human Resources
 - 3. Executing customer service strategy detailing creating a unified picture of customer service,customer service manual,online customer portal,strengthen multiple customer communication touch points and develop a cross functional customer issues management system
 - 4. Establish Service Excellence Standards
 - 5. Measure Service Excellence
 - 6. Evaluate the Service Excellence Strategy

7. Communicate Service Excellence

ii. Day Two

1. ISO 10002 Customer satisfaction – Guidelines
2. Handling customer complaints with the 'Complaints is a gift strategy
3. Customer Satisfaction Measurements and KPIs - Customer Satisfaction Index, Customer Intention, Customer Commitment, Net Promoter Score, etc

d. Who Should attend?

- i. Customer service Managers, Supervisors and Officers
- ii. Call Centre Personnel
- iii. Newly hired customer service representatives
- iv. Experienced customer service representatives
- v. Call coordinators and service dispatchers

e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. **Reservation: How to register, Contact us on any of the following point:**

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. **Course fee and payment**

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. **Date**

- i. Online training: 26/07/2021
- ii. Classroom training: 27/07/2021

i. **Time**

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. **Venue**

- i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

42. Fundamentals of the downstream oil and gas industry- SAM 088

a. Background

- i. The downstream oil and gas industry in Nigeria is affected by both local and international factors. Indeed there are huge opportunities in this environment despite the challenges along the value chain from supply, trading, transportation, terminalling, storage, distribution and marketing.
- ii. This training aims to provide comprehensive knowledge of the downstream oil industry in Nigeria across the entire supply and marketing value chain.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 1. Fluctuations in international crude oil price
 2. Transient and structural factors driving global crude oil industry
 3. Regional and product drivers of global demand
 4. Natural gas & renewables become increasingly important
 5. Global supply, trading and shipping and logistics dynamics
 6. Infrastructural Status of the Nigerian Downstream Oil Industry
 7. Terminalling and Depot Distribution, NNPC Refineries and Pipeline Network, Mid sea mooring facility, Product distribution and marketing dynamics, opportunities and challenges
 8. National Retail Stations Coverage and Competitive Intensity, DAPPMAN, MOMAN, IPMAN, etc
 9. Petroleum products Consumption statistics and Implications for industry players, Downstream Oil and Gas Policies and Regulations, regulatory agencies and their responsibilities, Price and Margin Setting Mechanisms along the downstream oil and gas supply and marketing chain.
 10. Retail fuels business unit, fuel service station networks-Strategies for market dominance, Fuel Stations management models - Company owned, Franchise, Independents, Partnerships, Bulk Buyers, Branded Wholesalers, etc
 11. Different types of fuel service stations
CORO, COCO, COCA, RORO, ROCO, ROCA, etc
 12. Size, design and engineering of service stations for competitive advantage.
- ii. Day Two

1. Retail site selection Tool and Traffic Count Management, Fuel service station location type, primary ID Signs, Pylons, fascia, columns, forecourt, pump island, driveway, tank farm, building, Lube Bay, restrooms, and other Ancillary Services, etc
2. Non fuel revenue business including Quick service restaurants, Convenience Stores and other Jobber and Ancillary Services.
3. Meeting the motorist and their consumer behaviour characteristics detailing different motorist groups like Brand Seekers, Site Seekers, Brand and Site Seekers, Visit Loyals and Switchers
4. Retail service stations networks growth strategies
5. Future trends in retail service stations and forecourt business
6. Truck Transport optimization and safety, Value added fuel peddling ser
7. HES in downstream business environment with focus on Loss Prevention Systems
8. Dynamics of commercial and Industrial fuels Supply business with focus on B2B and B2C services including supply contracting, bulk depot sales, vendor managed inventory services, etc, Deepen the distribution and marketing of LPG across several channels and routes to the market
9. Lubricants technology and market strategy
10. Aviation fuels business environment with local and international dynamics, Marine, coastal and bunkering business unit

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i. All personnel working in downstream oil and gas industry.
- ii. Oil supply and trading staff, terminalling and depot staff, operations and logistics staff, distribution, sales and marketing staff.
- iii. Network Development, Sales and Operations and other relevant departments who are involved in oversight, supervision and management of retail service stations, industrial and commercial fuel businesses.
- iv. All those involved in any aspect of implementing, managing or administering retail service station networks.
- v. Regulators and Administrators in contact with the Downstream Oil and Gas retail industry
- vi. Non Governmental Organizations, Banking and Finance Personnel
- vii. Audit and Insurance personnel
- viii. Finance and accounting staff, Dealers of stations looking to grow their fuels business beyond forecourt. Intending investors in the downstream oil and gas industry.

- ix. Oil and gas journalist.
- e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to : info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website : www.trinitra.com.ng
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 10/09/2021
 - ii. Classroom training: 11/09/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

43. **Retail Network Growth:Service station leasing or Buying Guidelines- SAM 089**

- a. **Background**
 - i. Leasing specialists have to master the fundamental concepts involved in the leasing process to ensure they get the best value for their company. You will participate in highly interactive, hands-on exercises using a lease acquisition case study that simulates the entire lease acquisition process —from requirements development through tenant improvement construction and acceptance. You will gain the knowledge and skills to bring value to your team and your organization.

- ii. The purpose of the training is to assist participants to evaluate lease or buy contracts and provide practitioner-level training on the lease acquisition process.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves :
(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1)
Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. The Regulatory Environment leases and acquisitions
 - 2. Investment decisions distinguished from financing (leasing) decisions.
 - 3. Investment evaluation.
 - 4. Cost of capital and tax position.
 - 5. Benefits and disadvantages of Leasing
 - 6. Acquisition Planning
 - 7. Market Survey Process
 - 8. Market Research
 - 9. Decision to Solicit
 - 10. Request for Lease Proposals (RLP) and Lease Contract
 - 11. Capital Leases reported and treated as capex,with the financing element implicit in the lease, accounted for as debt
 - 12. Degearing financing costs of acquiring stations
 - 13. How to evaluate leases for DCF investment purposes
 - 14. Tax on depreciation for outright purchase
- ii. Day Two
 - 1. Establishing Negotiation Objectives
 - 2. Evaluating Offers
 - 3. Lease Negotiations
 - 4. Final Proposal Revisions
 - 5. Present Value Analysis (PVA)
 - 6. Leases of land
 - 7. Types of tenancies
 - 8. Rent
 - 9. Exclusive possession
 - 10. Insurance
 - 11. Sublease
 - 12. Equipment leasing
- iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play

d. Who should attend?

- i. This course is designed for leasing specialists and property specialists. Experienced leasing and property personnel may choose to use this course as a refresher to maintain their leasing warrants and certification.
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to : info@trinitra.com.ng
 - ii. Telephone : +2347053801151, +2348024017123
 - iii. Website : www.trinitra.com.ng
 - iv. Facebook : <https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 13/09/2021
 - ii. Classroom training: 14/09/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

44. **Standard Operating Procedures for fuel service stations management- SAM 090**

- a. **Background**
 - i. Many players in the downstream fuel marketing space are struggling with low margins and competition from independent stations, branded wholesalers and bulk buyers. This course aims to provide participants the knowledge, skills and tools desirable for retail forecourt excellence in driveway operations to optimize best returns on retail investments.
- b. **Training Model**

- i. Classroom Training: Three -day Training, classroom setting and involves :
(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.
- c. **This training course will feature the following:**
 - i. Day One
 1. Station Design and Architecture
 2. Retail Stations Operations
 3. Health, Environment and Safety
 4. Forecourt Management
 5. Product Knowledge
 6. Wet Stock Management
 7. Inventory Reconciliation Process
 8. Non Fuels Management
 9. Underground Storage Tanks,Vent Pipes and Vapour
 10. Customer Service Excellence
 11. Customer Connect
 12. Staff Service
 13. Self Service
 14. Personal Selling Skills
 15. Customer Experience Tracking
 16. Mystery Shopper
 17. Basics of Dispensing Pumps
 18. Vehicle Fuelling Procedure
 19. Pump Tolerance
 20. Fuels Integrity
 21. Fuels Contamination
 22. Off Spec Oily Sludge
 23. Used Oil Standard
 24. Incident Notification
 25. Product Measurement – Dips and Meters
 26. Product Receipt
 27. Product Dispensing
 28. Truck Driver Tank Truck Unloading
 - ii. Day Two
 1. Drawing Tank Water
 2. Steps to Sundown
 3. Steps to Day Break(Tool Box Meeting)
 4. Suspect Description Form
 5. Outdoor waste receptacle and Management
 6. Retail Station Housekeeping Standards and Practice
 7. Restroom Management
 8. Station Image and Facilities Standards

9. Financial Management
10. Change of Price
11. Theft Deterrence
12. Retail Station Profit and Loss
13. Retail Station Security and Safety
14. Retail Station Risk Assessment
15. Forecourt Management Systems
16. Payment Solutions and Point of Sale Automation
17. Credit Sales
18. Organizational Structure, People Management and Human Resource Issues
19. Emergency Management – Fire Apparatus, Fire Fighting, Escalation, etc
20. Permits, Licenses and Approval
21. Hazardous Materials Handling
22. Traffic Management on Driveway and Management of Traffic Incidents
23. Competitive Intelligence
24. Fuels Management Data Collection and Reports
25. Sales
26. Volume
27. Pump Availability & Optimization Product Availability, etc
28. Retail Station Equipment Maintenance, Fuels Redistribution and Home Delivery. Ancillary Profit Centres, Car Wash
29. Lube Bay, Other Services

d. Who should attend?

- i. All forecourt supervision staff with oversight responsibility for company owned stations, franchise stations, independents and partner stations
- ii. Business Consultants, Branch Managers and Business Managers overseeing station dealers
- iii. Managers and Supervisors of Business Consultants and Branch Managers
- iv. Retail Engineering Department, Retail Network Development staff, Retail Stations Engineering Staff, Sales engineers, Salespersons, Sales Supervisors and Sales Managers involved retail service station sales, marketing, engineering, design and construction staff
- v. Station Dealers, Supervisors, Pumpists and Attendants, Corporate planners, Finance and Accounting Staff, Investment Planners, Audit and Risk professionals, Regulators and Policy Makers
- vi. Non Governmental Organizations, Environmentalists, Banking and Finance Managers and Officers.

- e. Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

- i. Email to :info@trinitra.com.ng
- ii. Telephone : +2347053801151,+2348024017123
- iii. Website :www.trinitra.com.ng
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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 15/09/2021
- ii. Classroom training: 16/09/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. Venue

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

45. Essential Management Skills for Emerging Leaders- SAM 042

a. Background

- i. The demand for business management has never been greater. With business moving at breakneck speed, frequent job shifts and limited in-house training, professionals of all levels are often grappling with changes and more than usually, can't keep up. As a result, organizations are in dire need of leaders who can guide their colleagues through the work-space challenges, help them improve performance, and lead them through career decisions
- ii. Companies across every industry are facing complex organizational challenges that require the rapid development of new and agile leaders. More than ever before, emerging leaders must quickly learn and deploy core management skills, develop a broad strategic perspective, take their leadership skills to the next level, and expand their professional and personal networks.
- iii. Presented over three months, this intensive program is designed to help new managers master core business concepts and build key skills in six subject areas, including leadership, strategy, marketing, communication, and negotiation. Participants will gain a cross-functional view through sessions led by instructors specializing in each subject area and through project-based learning.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves :
(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1)
Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion
- c. **This training course will feature the following:**
 - i. Day One
 - 1. Master the core business areas every manager needs to know
 - 2. Build organizational, team management, and networking skills
 - 3. Understand how managers interact across business functions
 - 4. Improve your collaboration and presentation skills
 - ii. Day Two
 - 1. Build peer support for your team's projects
 - 2. Identify your operational and strategic gaps
 - 3. Discuss leadership challenges and strategies with peers
 - 4. Map your personal leadership and learning journey
 - iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play
 - 2. Topics Covered, Develop a solid understanding of the core business areas every manager should know. Subjects may include, but are not limited to:
 - 3. Basic management functions - 1. Planning, 2. Organising, 3. Staffing, 4. Directing, and 5. Controlling.
 - 4. Leadership,Strategy, Communication, Marketing, Negotiation,Execution and Performance Management, Leveraging Technology for Leadership Excellence
- d. **Who should attend?**
 - i. This program is ideal for aspiring or new managers who are looking to rapidly increase their management skills and strategic perspective, taking on additional responsibility, and seeking to be effective in their organization.
 - ii. The program is also appropriate for individuals who are seeking an understanding of high-level business concepts.
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used.The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**

- i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 09/06/2021
 - ii. Classroom training: 10/06/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

46. Strategic Business Management- SAM 043

- a. **Background**
 - i. In the field of management, strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's top managers on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates.Strategic management provides overall direction to an enterprise and involves specifying the organization's objectives, developing policiesandplansto achieve those objectives, and then allocating resources to implement the plans.
 - ii. This training aims to provide knowledge,skills and tools to assist in strategic decision-making in the context of complex environments and competitive dynamics.
- b. **Training Model**
 - i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion
- c. **This training course will feature the following:**
 - i. Day One
 - 1. Principles underlying strategy
 - 2. Creating a uniqueand valuable market position,making trade-offs by choosing "what not to do"
 - 3. Creating "fit" by aligning company activities with one another to support the chosen strategy
 - 4. Corporate strategy,Business strategy and Operational Strategy

5. Nature of strategy
6. Formulation of strategy
7. Implementation of strategy
8. Theory of the business
9. Value chain Analysis
10. Core competence Theory
11. Competitive Advantage
12. Product Life Cycle Analysis
13. Experience curve

ii. Day Two

1. Corporate strategy and portfolio theory
2. Competitive advantage
3. Industry structure and profitability
4. SWOT analysis, 5M Analysis, PESTEL Analysis, Product Portfolio Analysis, ABC Analysis (80:20 Vital Few Theory), Michael Porters Forces, BCG Matrix
5. Generic competitive strategies
6. Growth Strategies
7. Scenario planning
8. Measuring and controlling implementation
9. Evaluating Strategy
10. Limitations of strategy
11. Globalization and the virtual firm
12. Internet and information availability
13. Sustainability

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i. Executives, Senior Managers and Core Managers from any industry who are interested in advanced skills, knowledge and practice needed to analyze and create business strategy.
- ii. Small-to-medium sized business owners who want to improve their strategic management skills and professionals who have recently been or will be promoted to a managerial position, spanning all functions and industries.
- iii. The program is also very useful for post-graduates in economics, marketing, finance and management.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng

- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 30/06/2021
- ii. Classroom training: 01/07/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. Venue

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

47. Negotiation Skills: Strategies for Increased Effectiveness- SAM 044

a. Background

- i. Negotiation is an interaction and process between entities who compromise to agree on matters of mutual interest, while optimizing their individual utilities. This beneficial outcome can be for all of the parties involved, or just for one or some of them. Negotiators need to understand negotiation process and other negotiators to increase their chances to close sales and business deals, avoid conflicts, establishing relationship with other parties and gain profit.
- ii. It is aimed to resolve points of difference, to gain advantage for an individual or collective, or to craft outcomes to satisfy various interests. It is often conducted by putting forward a position and making concessions to achieve an agreement. The degree to which the negotiating parties trust each other to implement the negotiated solution is a major factor in determining whether negotiations are successful.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

i. Day One

- 1. Concept and Principles**
 - a. Definitions
 - b. Essential elements
 - c. Types of Negotiation
- 2. Communication Skills Essential to Effective Negotiating**
 - a. Questioning
 - b. Active listening
 - c. Perception checks
 - d. Assertive communication
 - e. Initiating proposals
 - f. Interrupting and differing
- 3. The Basics of Negotiation**
 - a. Winning and losing situations
 - b. Negotiation techniques
 - c. Approach to negotiation
 - d. Force field analysis
- 4. Negotiation Process**
 - a. Preparation and planning the negotiation
 - b. Discussing the problem
 - c. Proposing solutions
 - d. Negotiating a compromise
 - e. Finalizing an agreement and Implementation
- 5. Team Negotiating**
 - a. Team Composition
 - b. Do's and don'ts in teams
 - c. Desirable Characteristics in Skilled Negotiators
 - d. Traits needed for success in your area
 - e. Negotiating motivation

ii. Day Two

- 1. Strategy and Tactics**
 - a. Hard and soft strategies and tactics
 - b. Counter strategies and tactics
 - c. Practice cases
 - d. Employing an advocate
 - e. BATNA
- 2. Communication**
 - a. Verbal and Non Verbal
 - b. Emotions
- 3. Conflict Management**
 - a. What constitutes conflict and being comfortable with it
 - b. Identifying your personal conflict management style.
 - c. 5 methods of managing conflict
 - d. 5 key action steps in conflict resolution

e. After Effect of Negotiation

iii. Day Three

- 1.** Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i.** Anyone whose business duties involve some level of negotiation with other individuals or groups, or need to influence others as part of their work (i.e. project leaders, department leaders in matrix organizations, R&D leaders seeking funding, etc).
- ii.** This course is appropriate for business people of all levels that seek to interact more effectively with internal or external constituents.
- iii.** This training is also designed for managers, supervisors, team leaders or employees who conduct any operational negotiations such as facilitating meetings, resolving team conflicts, delegating, conducting performance reviews, hiring new staff or dealing with suppliers.

e. Reservation: How to register, Contact us on any of the following point:

- i.** Email to : info@trinitra.com.ng
- ii.** Telephone : +2347053801151, +2348024017123
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- iv.** Facebook : <https://www.facebook.com/trinitraconsulting>
- v.** Twitter: <https://twitter.com/TrinitraCo>
- vi.** LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

f. Course fee and payment

- i.** Classroom Training: N35,000 per participant per class.
- ii.** Online Training: N25,000 per participant per class.
- iii.** Discounted Pricing :
 - 1.** Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2.** Group clients with participants not less than three people will receive 10% discount.
 - 3.** Referral Clients: The referee receives a payout of 10% discount for every individual participant.

g. Date

- i.** Online training: 05/07/2021
- ii.** Classroom training: 06/07/2021

h. Time

- i.** Online Training 9am to 12noon
- ii.** Classroom Training 9am to 3pm

i. Venue

- i.** Syndicate Room B, Airport Hotel, Ikeja, Lagos.

48. Innovation and Strategy – Design Thinking- SAM 045

a. Background

- i. Design thinking is a powerful process of problem solving that begins with understanding unmet customer needs. From that insight emerges a process for innovation that encompasses concept development, applied creativity, prototyping, and experimentation. When design thinking approaches are applied to business, the success rate for innovation improves substantially.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Design Thinking Skills
 - 2. Identifying Customer Needs
 - 3. Product Specifications
 - 4. Applied Creativity
 - 5. Prototyping
- ii. Day Two
 - 1. Design for Services
 - 2. Product Architecture
 - 3. Financial Analysis
 - 4. Design for Environment
 - 5. Product Development Processes
- iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.

d. Who should attend?

- i. This program is for teams and individuals who want to learn a proven, systematic approach to new product development.
- ii. Anyone responsible for driving innovation, growth, and the customer experience should attend, including functional and cross-functional teams.
- iii. Participants would come from sales,marketing,creative, design, customer experience, engineering, innovation, product, R&D, strategy,Product Manager, Marketing Manager, Growth Manager, R&D Manager, and Product Head
- iv. Senior Designer, etc.
- v. C-Suite executives including CEO, COO, Managing Director, Founder, President, Chief Strategy Officer
- vi. Innovation and Growth Consultants.

- e. Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools

and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

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- ii. Telephone : +2347053801151,+2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 09/07/2021
- ii. Classroom training: 10/07/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. Venue

- i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

49. Leadership Communication and Interpersonal Skills- Sam 046

a. Background

- i. Leadership communications consists of those messages from a leader that are rooted in the values and culture of an organization and are of significant importance to key stakeholders, e.g., employees, customers, strategic partners, shareholders, and the media. These messages affect the vision, mission, and transformation of an organization. The chief intention of a leadership message is to build trust between the leader and her or his constituency. Traits of leadership communications reflect significance, values, consistency and cadence.
- ii. Through this Leadership, Communications & Interpersonal Skills training seminar, you will learn a great deal about yourself – how you think, how you perceive the world and how others perceive you, how you communicate and how you can enrich your communication skills - and through that process you will learn how to lead others with great skill.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves :
(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1)
Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion
- c. **This training course will feature the following:**
 - i. Day One
 - 1. Self-mastery to expand our thoughts,visions, beliefs, focus and action awakening the faculties of our minds and our hearts
 - 2. How to take charge of your Brain
 - 3. The Importance of a Powerful Vision coupled with Personal Integrity
 - 4. The Development of Communication Skills
 - ii. Day Two
 - 1. The Advancement of Leadership Capability
 - 2. The Improvement of Influencing Abilities
 - 3. Consider how to build confidence, enthusiasm and courage
 - 4. Analyze the public face of the leader
 - 5. Greater levels of personal productivity
 - iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play
- d. **Who Should Attend?**
 - i. Those wanting to discover more about how their behaviour, power and influence can achieve improved personal performance. These include:
 - ii. Management Professionals
 - iii. Team Leaders - Prospective, New or Experienced
 - iv. Supervisors
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to :info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website :www.trinitra.com.ng
 - iv. Facebook :<https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :

1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
2. Group clients with participants not less than three people will receive 10% discount.
3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 14/06/2021
- ii. Classroom training: 15/06/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. Venue

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos

50. **Managing Yourself and Leading Others- SAM 047**

a. Background

- i. Leaders are able to juggle competing demands, confidently motivate their teams to achieve optimum results, effectively navigate across the organization, and never lose their composure. These executives make the job look simple—but it's not. What is leadership? What does a great leader look like? Unfortunately, research shows that what employees lack most today are leadership, or soft, skills. So, whether you are an emerging, new, or seasoned leader, this leadership development program will help you lead yourself and others even more effectively.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Day One
 1. Designed to help managers become more effective leaders, this training program delves into the fundamentals of managing yourself, leading teams, and motivating others to accomplish your company's goals.
 2. Through relevant readings, case discussions, and introspective exercises, you will gain a broader and deeper understanding of organizational culture and dynamics, management best practices, the role of the manager, and the nature of influence.
 3. As you explore your own personality, strengths, and weaknesses, you will begin to evolve a leadership style that is uniquely yours.

You will return to work with new found confidence and an action plan for continuing your growth as a leader.

ii. Day Two

1. Develop a deeper understanding of leadership concepts. Identify tools participants can take back to their organizations to employ these leadership concepts.
2. Learn emotional intelligence and increase their self-awareness for better self-management
3. Plan and set goals and directions based on values and aspirations
4. Earn trust and get results with leadership coaching
5. Influence others from a position of authority, even without formal authority
6. Lead for long-term results

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend?

- i. This course is ideal for new or experienced supervisors and managers in any function within the organization, as well as for individuals who want to become better at understanding and managing themselves and lead others.
- ii. The course is also perfect for those looking for a refresher course, new perspective or inspiration on the course subject.
- iii. Those wanting to discover more about how their behaviour, power and influence can achieve improved personal performance

e. Course Competencies

- i. Personal and organizational effectiveness
- ii. Working productively with peers, managers, subordinates and others
- iii. Communication skills
- iv. Empathetic listening
- v. Planning and goal setting
- vi. Self-Awareness
- vii. Coaching skills
- viii. Influencing skills
- ix. Persuasion skills
- x. Leadership skills

f. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

g. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

h. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

i. Date

- i. Online training: 19/07/2021
- ii. Classroom training: 20/06/2021

j. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

k. Venue

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

51. Innovation and Strategy- SAM 045

a. Background

- i. This track introduces breakthrough concepts in innovation and strategy that can help to identify, capture, and deliver on great ideas and to successfully drive innovation throughout the organization. Participants learn new strategic approaches and tools for managing products, technology, and innovation, as well as for discovering new sources of profitability.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Day One
 - 1. Innovation Ecosystems: A New Approach to Accelerating Corporate Innovation and Entrepreneurship which equips executives with the high-level frameworks and tools necessary to understand innovation and entrepreneurship in the ecosystems around them.
 - 2. Implementing Enterprise-Wide Transformation is designed to help senior executives avert failure, create cultures of agility and resiliency, and develop a customized blueprint for large-scale transformation in their organization.

- ii. Day Two
 1. Closing the Gap Between Strategy and Execution
 2. Developing and Managing a Successful Technology Strategy
 3. Skills for Disruptive Innovation
 4. Understanding Global Markets: Macroeconomics for Executives
 - iii. Day Three
 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play
- d. **Who should attend?**
 - i. Executives and senior managers in all organizations
 - ii. Owners and Founders of SMES
 - iii. Leaders of Non Governmental Organization
 - iv. Leaders and Managers in public service institution
 - v. Policy Makers and Regulators
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
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 - iii. Website : www.trinitra.com.ng
 - iv. Facebook : <https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 09/06/2021
 - ii. Classroom training: 10/06/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos

52. Emotional Intelligence in Leadership- SAM 049

a. Background

- i. Emotionally intelligent management embraces and draws from numerous other branches of behavioural, emotional and communications strategies to develop more productive and successful leaders. Understanding and raising your Emotional Intelligence is essential to your success and leadership potential.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

i. Day One

1. Understanding Emotional Intelligence
2. What is Emotional Intelligence Quotient (EQ)
3. Intrapersonal & Interpersonal skills
4. Emotional Intelligence in the workplace
5. Understanding personality differences for Innovative Teamwork
6. Removing blocks to teamwork through EQ
7. Developing teamwork for managerial success
8. Develop your Emotional Skills
9. Understanding EQ competencies
10. Recognizing one's emotions and their effects
11. Accurate self-assessment for personal transformation
12. Knowing one's strengths & weaknesses
13. Self-confidence: a strong sense of one's worth and capabilities
14. Developing trustworthiness for corporate transformation
15. Applying your Emotional Skills
16. Becoming aware of your emotional expressions

ii. Day Two

1. Emotions and decision making
2. Idea generation and problem solving
3. Develop your emotional imagination
4. Getting things done through people
5. Managing anger at work
6. Emotionally Intelligent Manager
7. Building effective teams
8. Listening openly and sending convincing messages
9. Inspiring and guiding individuals & teams
10. Instituting and managing change
11. Nurturing relationships
12. Creating synergy in teams

- 13. Leadership Strategies
- 14. Assessing your leadership style
- 15. Accountable Leadership for managing performance
- 16. Value-based leadership to manage people
- 17. Working with others towards shared goal
- 18. From delegation to empowerment
- 19. Developing an action plan

iii. Day Three

- 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend?

- i. All managers, leaders and professionals who need to have in-depth knowledge of human behaviours.
- ii. Anyone who is interested in developing themselves to be a better leader and manager
- iii. Individuals who desire to apply psychological knowledge to result in management and leadership strategies.
- iv. Individuals who wish to understand their emotions and how it affects those around them and their productiveness in the workplace.

e. Course Competencies

- i. Develop interpersonal skills such as self-awareness, which is the ability of an individual to recognize and understand one's moods, emotions and drives as well as their impact on others
- ii. Cultivate empathy or the ability to understand the emotional make-up of other people and skill in responding according to their emotional reactions
- iii. Develop interpersonal skills which indicate the individual's proficiency in managing relationships and building networks
- iv. Develop skills in responding to criticisms and adversity
- v. Leadership strategies for working with others towards shared goals
- vi. Develop the ability to sense, understand and effectively apply emotions as a source of leadership, communication and influence
- vii. Gain insights into perceptions and its importance in the workplace
- viii. Understand how EQ influences the way they respond to others and themselves.
- ix. Discover how to apply EQ in the workplace for building teamwork and accountable leadership

f. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

g. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123

- iii. Website :www.trinitra.com.ng
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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- h. Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- i. Date**
 - i. Online training: 21/06/2021
 - ii. Classroom training: 22/06/2021
- j. Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- k. Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

53. Design Thinking: Creating Better Customer Experiences- SAM 050

- a. Background**
 - i. Design thinking is a powerful process of problem solving that begins with understanding unmet customer needs. From that insight emerges a process for innovation that encompasses concept development, applied creativity, prototyping, and experimentation. When design thinking approaches are applied to business, the success rate for innovation improves substantially.
- b. Training Model**
 - i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion
- c. This training course will feature the following:**
 - i. Day One
 - 1. Design Thinking Skills
 - 2. Identifying Customer Needs
 - 3. Product Specifications
 - 4. Applied Creativity
 - 5. Prototyping
 - 6. Design for Services

- ii. Day Two
 - 1. Product Architecture
 - 2. Financial Analysis
 - 3. Design for Environment
 - 4. Product Development Processes

- iii. Day Three
 - 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend?

- i. This program is for teams and individuals who want to learn a proven, systematic approach to new product development.
- ii. Anyone responsible for driving innovation, growth, and the customer experience should attend, including functional and cross-functional teams.
- iii. Participants would come from sales, marketing, creative, design, customer experience, engineering, innovation, product, R&D, strategy, Product Manager, Marketing Manager, Growth Manager, R&D Manager, and Product Head, Senior Designer, etc.
- iv. C-Suite executives including CEO, COO, Managing Director, Founder, President, Chief Strategy Officer
- v. Innovation and Growth Consultants.

- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 02/08/2021
- ii. Classroom training: 03/08/2021

- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos

54. Business Strategy for Managers- SAM 051

a. Background

- i. In the field of management, strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's top managers on behalf of owners, based on consideration of resources and an assessment of the internal and external environments in which the organization operates. Strategic management provides overall direction to an enterprise and involves specifying the organization's objectives, developing policies and plans to achieve those objectives, and then allocating resources to implement the plans.
- ii. This training aims to provide knowledge, skills and tools to assist in strategic decision-making in the context of complex environments and competitive dynamics.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Day One
 1. Principles underlying strategy
 2. Creating a unique and valuable market position, making trade-offs by choosing "what not to do"
 3. Creating "fit" by aligning company activities with one another to support the chosen strategy
 4. Corporate strategy, Business strategy and Operational Strategy
 5. Nature of strategy
 6. Formulation of strategy
 7. Implementation of strategy
 8. Theory of the business
 9. Value chain Analysis
- ii. Day Two
 1. Core competence Theory
 2. Competitive Advantage
 3. Product Life Cycle Analysis

4. Experience curve
5. Corporate strategy and portfolio theory
6. Competitive advantage
7. Industry structure and profitability
8. SWOT analysis, 5M Analysis, PESTEL Analysis, Product Portfolio Analysis, ABC Analysis (80:20 Vital Few Theory), Michael Porter's Forces, BCG Matrix
9. Generic competitive strategies
10. Growth Strategies
11. Scenario planning
12. Measuring and controlling implementation
13. Evaluating Strategy
14. Limitations of strategy
15. Globalization and the virtual firm
16. Internet and information availability
17. Sustainability

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend?

- i. Executives, Senior Managers and Core Managers from any industry who are interested in advanced skills, knowledge and practice needed to analyze and create business strategy.
- ii. Small-to-medium sized business owners who want to improve their strategic management skills and professionals who have recently been or will be promoted to a managerial position, spanning all functions and industries.
- iii. The program is also very useful for post-graduates in economics, marketing, finance and management.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.

2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. Date**
- i. Online training: 06/08/2021
 - ii. Classroom training: 07/08/2021
- i. Time**
- i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. Venue**
- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos

55. Innovation and Strategy for Increased Effectiveness- SAM 053

- a. Background**
- i. This track introduces breakthrough concepts in innovation and strategy that can help to identify, capture, and deliver on great ideas and to successfully drive innovation throughout the organization. Participants learn new strategic approaches and tools for managing products, technology, and innovation, as well as for discovering new sources of profitability.
- b. Training Model**
- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion
- c. This training course will feature the following:**
- i. Day One
 1. Innovation Ecosystems: A New Approach to Accelerating Corporate Innovation and Entrepreneurship which equips executives with the high-level frameworks and tools necessary to understand innovation and entrepreneurship in the ecosystems around them.
 2. Implementing Enterprise-Wide Transformation is designed to help senior executives avert failure, create cultures of agility and resiliency, and develop a customized blueprint for large-scale transformation in their organization.
 - ii. Day Two
 1. Closing the Gap Between Strategy and Execution
 2. Developing and Managing a Successful Technology Strategy
 3. Skills for Disruptive Innovation
 4. Understanding Global Markets: Macroeconomics for Executives
 - iii. Day Three
 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play
- d. Who should attend?**

- i. Executives and senior managers in all organizations
 - ii. Owners and Founders of SMEs
 - iii. Leaders of Non Governmental Organization
 - iv. Leaders and Managers in public service institution
 - v. Policy Makers and Regulators
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 11/08/2021
 - ii. Classroom training: 12/08/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

56. Effective Organizational Communication- SAM 054

- a. **Background**
 - i. Individuals who are influential within organizations know the importance of strong communication skills. This training is designed to teach practical skills and techniques to make communicating with others more effective. Participants will be involved in activities designed to increase awareness as to the importance of effective communication strategies and the ways in which they positively impact relationships throughout the organization.
- b. **Training Model**

- i. Classroom Training: Three -day Training, classroom setting and involves :
(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion
- c. **This training course will feature the following:**
 - i. Day One
 - 1. Identifying the variety of ways in which we communicate.
 - 2. Recognize the power of good listening skills and put them into practice.
 - 3. Develop realistic skills to improve communication with superiors, employees, peers, and customers.
 - 4. Key topics include determining the factors that help/hinder effective organizational communication strategies,identifying common roadblocks to listening,understanding effective questioning and summarizing techniques and practice of the art of “inquiry” versus “advocating”
 - 5. Develop effective attending techniques to enhance the listening process.
 - ii. Day Two
 - 1. Give feedback that is well-received and acted on
 - 2. Understand the impact that nonverbal communication has on the communication process
 - 3. Communicate in a way that makes others feel they are valued
 - 4. Develop an Action Plan detailing what participants will do differently to enhance their overall communication effectiveness
 - iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play
- d. **Who should attend?**
 - i. Anyone who would like to use effective communication techniques and proven methods to relate better to people, including managers, supervisors, team leaders, executive assistants and client service staff.
 - ii. Managers,Supervisors,TeamLeaders,ProjectManagers,Officers,etc
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used.The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
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 - iii. Website :www.trinitra.com.ng
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.

- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 13/08/2021
 - ii. Classroom training: 14/08/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

57. **Advanced Negotiation Skills- SAM 055**

- a. **Background**
 - i. Whether negotiating with clients or suppliers, senior managers or other colleagues, every negotiation scenario is unique and can be challenging in different ways. To be a successful negotiator it is essential to follow an effective process, keep a clear head and build rapport with your counterparts. The aim of negotiating is to build a shared environment leading to long-term trust and often involves a third, neutral party to extract the issues from the emotions and keep the individuals concerned focused.
- b. **Training Model**
 - i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1)-led Lecture,(2) Case Studies, and (3) Peer Discussion
- c. **This training course will feature the following:**
 - i. **Day One**
 - 1. The Basics of Negotiation
 - 2. Negotiation theory:Structural Analysis, Strategic Analysis, Process Analysis, Integrative Analysis and behavioral analysis of negotiations.
 - 3. Bad faith negotiation
 - 4. Stages of negotiations pass through stages that consist of agenda setting, a search for guiding principles, defining the issues, bargaining for favorable concession exchanges, and a search for implementing details.
 - 5. Turning points between stages of negotiation.
 - 6. Negotiations and coercion.

7. Mediators
8. Introducing new ideas or procedures in negotiations.
9. Negotiation Crises and Reframing the issues.
10. Communication Skills Essential to Effective Negotiating
11. Questioning
12. Active listening
13. Perception checks
14. Assertive communication
15. Initiating proposals
16. Interrupting and differing
17. Winning and losing situations
18. Negotiation techniques
19. Approach to negotiation
20. Force field analysis
21. Negotiation Process & Cycle

ii. Day Two

1. Preparation and planning the negotiation
2. Discussing the problem
3. Proposing solutions
4. Negotiating a compromise
5. Finalizing an agreement and Implementation
6. Team Negotiating
7. Team Composition
8. Do's and don'ts in teams
9. Desirable Characteristics in Skilled Negotiators
10. Traits needed for success in your area
11. Negotiating motivation
12. Strategy and Tactics
13. Hard and soft strategies and tactics
14. Counter strategies and tactics
15. Practice cases
16. Employing an advocate
17. BATNA and ZOPA
18. Communication
19. Verbal and Non Verbal
20. Emotions
21. Conflict Management
22. What constitutes conflict and being comfortable with it
23. Identifying your personal conflict management style
24. 5 methods of managing conflict
25. 5 key action steps in conflict resolution
26. After Effect of Negotiation

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend?

- i. All staff working in organizations leading or participating in price or other types of formal negotiations.
- ii. Those involved in managing potentially challenging relationships with clients and other external contacts.
- iii. Those who work as part of a high level negotiating team
- iv. Human resources department staff, particularly those involved in industrial and labour negotiations, salary administration, etc
- v. Employee unions and employee cooperatives.
- vi. Labour Union Executives and members.
- vii. Lawyers, staff of legal department and company secretariat.
- viii. Contract administrators
- ix. Policy makers and regulators.
- x. Public servants
- xi. Non governmental organizations.

- e. Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 16/08/2021
- ii. Classroom training: 17/08/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. **Venue**

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

58. Collaborative Leadership: Building the Organization of the Future-SAM
056

a. Background

- i. As the business landscape becomes increasingly dynamic and new players enter the market, successful companies are tasked with building their capacity for agility, adaptability, and speed in order to maintain competitive advantage. Business leaders globally are responding by transitioning from a hierarchical organizational structure to more flexible, team-centric models that foster collaboration, information sharing, and empowerment. This is called the responsive organization.
- ii. In this leadership training program, you will explore the current evolution of organizational design from traditional, command-and-control models to a system of empowered networks—and learn about the opportunities to increase your business performance by introducing principles of responsive organizing in your teams and organization.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1)Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Day One
 - 1. Developing a new, collaborative leadership style.
 - 2. Gain critical insights about broad macro-level shifts in organizational design from traditional, command-and-control organizational structure towards a team-centric structure organized for autonomy, agility, and purpose
 - 3. Acquire a reliable framework to introduce principles of responsive organizing at a pace suited to your organization's capabilities
- ii. Day Two
 - 1. Learn how to build in individual and team accountability with effective performance management tools
 - 2. Create a desirable work culture that attracts and retains high-performing talent, empowers employees, and values entrepreneurship
 - 3. Harness the power of leading, self-management models to maximally utilize employee skills, increase productivity, and capture new organizational value
- iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play
 - 2. Topics Covered

3. What are the new models of responsive organizing?
4. Types of organizational structure
5. Functions and dysfunctions of traditional hierarchical organizations
6. Alternative models to hierarchy (including organic forms, cross functional teams, holacracy, collaborative leadership development)
7. Benefits and challenges responsive organizing
8. Preparing to lead empowered teams
9. Assumptions of how traditional managerial hierarchy “works”
10. Shifting from boss to coach
11. Tactics and tools for empowering staff while maintaining accountability
12. Tapping into collective intelligence
13. Conventional barriers to collaboration and collective intelligence and the problems with traditional (hierarchical) group dynamics
14. How to design and facilitate more collaborative and effective meetings
15. Tools for effective group decision-making
16. Managing the shift to responsive organizing
17. Barriers and resistance to self-management in yourself and others
18. From passion to purpose—presenting the business benefits of self-managed models to gain stakeholder buy in

d. Who Should attend?

- i. This program is designed for both organizational leaders and managers across all industries and functional areas charged with managing teams.
- ii. Business unit leaders who are looking to build collaborative leadership competencies; gain a framework for implementing self managed teams; or to innovatively enact a new organizational structure prepared for changing market forces.
- iii. This program is also designed to help HR professionals, internal consultants, and others involved with organizational design and implementation.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.

2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. Date**
- i. Online training: 23/06/2021
 - ii. Classroom training: 24/06/2021
- i. Time**
- i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. Venue**
- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos

59. Digital Marketing Strategy- SAM 057

- a. Background**
- i. Thought is one of the greatest faculties of man.A digital marketing strategy is a plan that helps your business achieve specific digital goals through carefully selected online marketing channels such as paid, earned, and owned media.
 - ii. This training course helps you select the best digital strategy for your organisation and make it happen.
- b. Training Model**
- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves : (1)Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion
- c. This training course will feature the following:**
- i. Day One
 1. Basic principles
 2. Traditional Communications
 3. Digital Communications
 4. Digital Channels
 - ii. Day Two
 1. Automation & Communication
 2. Budget & Resourcing
 3. Big Data & Analytics
 4. Digital Leadership
 5. Strategy Formulation & Plan
 - iii. Day Three
 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.
- d. Who should attend?**

- i. Sharp and experienced players of the digital sales and marketing game who aren't content to be mere players anymore. You want to drive the game. You want to change it.
 - ii. Sales professionals. Marketing Managers. Team leaders. Business Consultants and Developers. Professionals who've taken their vision as far as they can go without specialised skills – and plan to fix that
 - iii. Entrepreneurs who want to be more entrepreneurial
 - iv. Those who realise specialisation gives you a real, sharp, tangible competitive edge -with which to slice through the competition
 - v. Inspired career changers
 - vi. Talented people who know that certification makes doors open.
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 25/06/2021
 - ii. Classroom training: 26/06/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos
 - ii.

60. Communication Strategies: Presentation Skills with Impact- SAM 058

- a. Background

- i. At work we are often required to present our ideas, solutions or services to colleagues or clients. Delivering client sales pitches, making presentations to senior managers or contributing to formal meetings can all be daunting experiences even when you are confident in your material.
- ii. This training will equip you with the theory and practice of public speaking and presentation skills.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1)Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Day One
 - 1. Structured framework and the right skill set to give the self-assurance and security to deliver effective presentations.
 - 2. Strategies for managing nerves.
 - 3. Methods for highlighting and emphasising key messages.
 - 4. The skills to use and control your voice more effectively when giving presentations.
 - 5. Practical techniques to interpret and engage your audience.
 - 6. Oratory
 - 7. Using humor
 - 8. Developing a relationship with the audience
 - 9. Extemporaneous and Enthusiastic Delivery
- ii. Day Two
 - 1. Effective Introduction
 - 2. Efforts to Reach Hearts
 - 3. Effective use of questions
 - 4. Preparing your presentation
 - 5. Selecting presentation technology and multimedia equipments.
 - 6. Non-verbal communication
- iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.

d. Who should attend?

- i. You are new to delivering formal presentations.
- ii. Would like to overcome your anxiety about presenting to groups.
- iii. Take part in client presentations and meetings.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used.The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. Date**
 - i. Online training: 28/06/2021
 - ii. Classroom training: 29/06/2021
- i. Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

61. Strategies for Leading Successful Change Initiatives: Mastery Session- SAM 059

- a. Background**
 - i. Change initiatives are the vehicles by which strategy is delivered. They represent the most significant dimension in determining whether goals and objectives are achieved.
 - ii. In this training programme, you will learn about the nature of change, why change is important, and why so many of these initiatives fail.You will be exposed to tools for launching, leading, and realizing value from successful change initiatives.
- b. Training Model**
 - i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves : (1)Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion
- c. This training course will feature the following:**
 - i. Day One
 - 1. Drive enduring positive change in your organization
 - 2. Develop a culture and operational processes that enable innovation

3. Improve return on investment in and value creation through change management
4. Launch the right initiatives at the right time and for the right reason

ii. Day Two

1. Jumpstart your next change initiative with an action plan
2. Designing, developing, and deploying innovation
3. Using projects as engines of change
4. Choosing the best strategy and tactics for different types of change
5. Profiling and identifying change agents to prepare your organization for the challenge of change
6. Aligning stakeholders behind your vision
7. Understanding and overcoming the pervasive resistance to change
8. Building trust—and maintaining it
9. Maximizing opportunity and realizing value throughout a change initiative
10. Addressing problems early—and knowing when to pull the plug

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend?

- i. This program is designed for managers who lead or participate in change initiatives for their organizations.
- ii. This course will benefit for-profit companies, nonprofit organizations, educational institutions, and government agencies alike.
- iii. Teams are encouraged to attend, as they will return with shared concepts and strategies that improve teamwork and enhance the learning impact across the organization.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

- i. Email to : info@trinitra.com.ng
- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.

- 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. Date**
 - i. Online training: 30/06/2021
 - ii. Classroom training: 01/07/2021
- i. Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos
 - ii. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - iii. Online Training: Three -day Training, online setting and involves : (1)Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion

62. Leading More Effective Teams- SAM 060

a. Background

- i. A team is a group of individuals working together to achieve their goal.Ideal teams must have group of people with interdependence with respect to information, resources, knowledge and skills and who seek to combine their efforts to achieve a common goal.A group does not necessarily constitute a team.
- ii. This training will equip participants with knowledge and skills on collaborative teams,complementary skills and generating synergy through a coordinated effort which allows each member to maximize their strengths and minimize their weaknesses.Team members need to learn how to help one another, help other team members realize their true potential, and create an environment that allows everyone to go beyond their limitations.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Developing and Sustaining High-Performance Work Teams

2. Stages of Team Development
3. Characteristics of High-Performance Work Teams
4. Common Types of High-Performance Work Teams
5. Common Barriers Faced by High-Performance Work Teams

ii. Day Two

1. HR's Role-Recruiting the right team members, training, conflict resolution, and assessments and facilitation of results, pay and incentives.
2. Assisting new and departing team members
3. Creation of Appropriate Compensation and Rewards
4. Advising management when to use teams
5. Team building and motivation
6. Technology
7. Team Performance Metrics
8. Conflict Management
9. Communication
10. Power and empowerment
11. Norms and standards
12. Global Issues,Diversity,Gender Inclusion in team excellence.

iii. Day Three

1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play

d. Reservation: How to register, Contact us on any of the following point:

- i. Email to :info@trinitra.com.ng
- ii. Telephone : +2347053801151,+2348024017123
- iii. Website :www.trinitra.com.ng
- iv. Facebook :<https://www.facebook.com/trinitraconsulting>
- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

e. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

f. Date

- i. Online training: 02/07/2021
- ii. Classroom training: 03/07/2021

g. Time

- i. Online Training 9am to 12noon

- ii. Classroom Training 9am to 3pm
- h. Venue
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos

63. Strategic Sales Management- SAM 061

a. Background

- i. The primary focus of sales managers should be to maximize profit for the team while delivering the best possible value to customers. Who doesn't like a win-win scenario? Businesses that thrive execute one thing very well: sales management. Because there are so many moving parts within an organization, the sales management process needs to be fully grasped to ensure each aspect of the collective sales effort is operating efficiently.
- ii. This training programme aims to provide a comprehensive sales management capability to participants by giving knowledge, skills and competencies needed for developing a sales force, coordinating sales operations, and implementing sales techniques that allow a business to consistently hit, and even surpass, its sales targets.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 1. Theory of Sales
 2. Sales Process
 3. Sales Planning
 4. Review of sales environment
 5. Setting sales vision
 6. Types of selling -
Direct, Indirect, Inside Sales, Outside Sales, order takers, order fulfillers, consultative sales, relationship sales, technical sales, commercial sales, etc
 7. Developing sales strategy
 8. Sales Operations - Sales
Organization, Sales Budgeting, Setting Targets, Goals and Quotas, Sales territory management, sales training, coaching and motivation
 9. Sales time and resources management including sales routing and sales scheduling
 10. Sales Techniques including Conceptual Selling, Sales Negotiation Strategies, Reverse Selling, Takeaway, Sales Outsourcing
- ii. Day Two
 1. Personal Selling Process
 2. Sales Pipeline for Acquisition and Retention of Customers
 3. Psychology of Selling

4. Product Knowledge and Product Portfolio Analysis
5. Management of Sales channel of distribution
6. Customer Complaints Management
7. Sales Coordination
8. Sales Analysis - Cost Analysis, Profitability Analysis, Productivity Analysis
9. Sales Performance Management-Input and Output based evaluation of sales people
10. Sales Compensation
11. Sales Metrics, Reporting and Dashboards
12. Enduring sales relationships - Customer Buying Centre Analysis and Customer Behaviour and Relationship Selling Strategy
13. Salesperson motivation and emotional intelligence, Recruitment and selection of salespersons, Sales technology - electronic sales, Sales Training, Sales Meetings, Sales Contracting, Sales Promotion.

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i. Sales Managers, Supervisors and Salespersons who want to have best in class knowledge and practice of sales management.
- ii. Business owners and small and medium scale enterprises.
- iii. Anyone who wants a comprehensive knowledge of sales, selling and sales management.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 05/07/2021
 - ii. Classroom training: 06/07/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

64. Strategic Marketing Management- SAM 062

- a. **Background**
 - i. As new marketing capabilities rapidly emerge and best practices evolve at an unprecedented pace, today's organizations must work tirelessly to stay on the leading edge. Marketing executives must continually evaluate new opportunities, identify priorities and communicate their vision and results across the organization.
 - ii. This training programme builds participants' understanding of the fast-evolving marketing environment. After attending this program, you will be equipped to translate high-level aspirations into tangible marketing initiatives – and lead those initiatives successfully through a multi-level team.
- b. **Training Model**
 - i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.
- c. **This training course will feature the following:**
 - i. Day One
 - 1. Concepts of Marketing Management -
Definition and Concepts: Definitions of Marketing, Scope of Marketing; Core Marketing Concepts: Concept of Demand and Supply; Transaction; Major Marketing Management Philosophy; Social Marketing
 - 2. Marketing Environment, both Internal & External –
 - 3. Marketing Environment Forces; Macro Environment; Micro and Internal Environment; Factors Influencing Consumer Buyer Behavior; Buyer Decision Process; Inputs for Buying Decision Process; Consumer Trends; Market Segmentation Process.
 - 4. Developing Market Strategies and the Offerings –
 - 5. Positioning and Differentiation: Concept, Positioning,Various Tools of Differentiation; Product Decisions and Strategies; Product Mix; Product Life Cycle; Brand Positioning; Brand Identity; Equity and Packaging. Introduction to Service Marketing; Differentiating Services; Product and Service Price; Response to Change in Price; Pricing Strategies.
 - ii. Day Two
 - 1. Delivering Marketing Programs –

2. Marketing through Channel Partners; Wholesalers and Retailers: Current Trend; Channel Management.
3. Market Communication, Process for Effective Communication; Advertising; Different Advertising Media; Sales Promotion; Public Relations; Direct Marketing; Personal Selling: Concepts and Process; Management of Sales Force.
4. Contemporary Marketing Programs
5. Sustainability and Environmental protection
6. Corporate social investment
7. Social Marketing

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who should attend?

- i. This program is designed for all those who are involved in Sales and Marketing Management.
- ii. Executives, managers and personnel from marketing management, marketing strategy, brand management, marketing communications, digital marketing and sales areas.
- iii. Those aspiring to management positions in sales, business development and marketing.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 07/07/2021
- ii. Classroom training: 08/07/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

65. Creative Thinking: Innovative Solutions to Complex Challenges- SAM 063

a. Background

- i. The most successful executives are inspiring leaders, smart strategists—and creative thinkers. Across every business function, creativity is central to solving complex problems, developing new strategies, facilitating innovation, and driving change within the organization.
- ii. This training programme focuses on how to build a competitive advantage by fostering a creative culture that sparks inspiration, collaboration, and innovation. As you examine the creative process at work, you will learn how to approach complex business problems with greater creativity and innovation.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Day One
 - 1. Solve business problems and make better decisions through creative thinking
 - 2. Gain practical tools for incorporating creative thinking into day-to-day processes
 - 3. Harness your team's collective abilities to produce innovative solutions and strategies
- ii. Day Two
 - 1. Approach organizational challenges with greater confidence, and achieve better results
 - 2. Learn how to implement and manage the creative process across all domains
- iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.

d. Course Competencies

- i. Fostering a culture that values, nurtures, and rewards creative solutions
- ii. Implementing a methodology that overcomes barriers to innovative thinking
- iii. Reframing problems, making new connections, and challenging assumptions
- iv. Using questions to brainstorm and solve business problems more effectively
- v. Generating and enhancing new ideas, strategies, and techniques

e. Who Should attend?

- i. This program is ideal for general managers,seniormanagers,heads,leads, functional leaders, or consultants who want to:

- ii. Design innovative solutions to tough business challenges
- iii. Develop a creative mindset and tools that improve a team's ability to develop new solutions to complex challenges
- iv. Lead change management initiatives with greater confidence
- v. Strengthen their team's creative problem-solving skills
- vi. Spark brainstorming and collaboration across all functions
- f. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- g. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to : info@trinitra.com.ng
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- h. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- i. **Date**
 - i. Online training: 09/07/2021
 - ii. Classroom training: 10/07/2021
- j. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- k. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos

66. People Analytics: Maximizing Human Capital with Data- HMR 002

- a. **Background**
 - i. People analytics is a data-driven approach to people-related decisions, designed for managers at all levels. More than simply an understanding of statistical analyses, it's about leveraging data to make better decisions about hiring, managing, and developing the people in your organization. People analytics can also help organizations retain and develop top talent. With insights and statistics

gleaned from your data, you can learn how to give useful feedback, mentor rising leaders, and identify when a high-potential employee may be struggling.

- ii. The concepts and tools explored in this program will help you understand characteristics that correlate with high employee performance, helping you make better strategic hiring and management decisions.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Discover empirically derived strategies for effectively hiring, socializing, appraising, and rewarding employees
 - 2. Gain an understanding of practices and frameworks that help managers more effectively leverage human capital
 - 3. Leave with a basic framework for making data-driven people decisions within an organization
 - 4. Understand how to capture and leverage data that exists within your organization
 - 5. Become more of a strategic partner to senior leadership
- ii. Day Two
 - 1. Identifying and gathering data within your organization
 - 2. Conducting experiments in organizations
 - 3. Developing a data-driven selection and hiring process
 - 4. Performance management systems that engage and retain employees
- iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.

d. Who Should attend?

- i. This program is suitable for managers at all levels. Participants need not have specific statistical expertise.
- ii. Professionals involved in management, advancement, performance evaluation, and hiring will find the program material especially beneficial, as it helps participants develop analytical approaches to making decisions.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used.The course also features the use of a number of case studies and role plays by participants followed by discussions.

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. Date**
 - i. Online training: 28/05/2021
 - ii. Classroom training: 29/05/2021
- i. Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

67. Building Organizational Cultures: A Framework for Leaders- HMR 003

- a. Background**
 - i. Organizational culture encompasses values and behaviors that contribute to the unique social and psychological environment of a business. The organizational culture influences the way people interact, the context within which knowledge is created, the resistance they will have towards certain changes, and ultimately the way they share (or the way they do not share) knowledge. Organizational culture represents the collective values, beliefs and principles of organizational members.[citation needed] It may also be influenced by factors such as history, type of product, market, technology, strategy, type of employees, management style, and national culture. Culture includes the organization's vision, values, norms, systems, symbols, language, assumptions, environment, location, beliefs and habits.
 - ii. This training programme will give participants the concepts, knowledge and practices to establish best in class thriving cultures, lead thriving cultures through influence and interrelationship of cultural elements. Leaders will be able to examine their beliefs and practices pertaining to organizational culture.
- b. Training Model**
 - i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.

- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion
- c. **This training course will feature the following:**
 - i. Day One
 - 1. Learning the relationship between culture and performance
 - 2. Increase awareness of extraordinary versus mediocre, even toxic, cultures
 - 3. Understand the risks of not being intentional about culture
 - 4. Inspire leaders to shift into informed action
 - 5. Gain actionable insight into elements that work to advance adaptive organizational culture.
 - ii. Day Two
 - 1. Activating the 10 elements of adaptive cultures
 - 2. Understanding organizational culture and why it's important
 - 3. Exploring the continuum of corporate culture—the good, the bad, and the ugly
 - 4. Advancing cultures through a proven framework
 - 5. Translating understanding into action and impact
 - iii. Day Three
 - 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play
- d. **Who Should Attend?**
 - i. This program is designed for leaders and influencers who want to:
 - ii. Positively impact people and performance
 - iii. Better understand the risk and opportunity related to culture
 - iv. Make a difference in the culture of their organization
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.

2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. Date**
- i. Online training: 31/05/2021
 - ii. Classroom training: 01/06/2021
- i. Time**
- i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. Venue**
- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

68. Sustainability Leadership and Corporate Responsibility for achieving the triple bottom line for businesses- SAM 065

a. Background

- i. A sustainable business is an enterprise that has minimal negative impact, or potentially a positive effect, on the global or local environment, community, society, or economy—a business that strives to meet the triple bottom line:social, environmental (or ecological) and financial.
- ii. This course will strengthen participant's knowledge of concepts and practices of sustainable businesses that have progressive environmental and human rights policies.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Day One
 1. Reconceptualise critical global challenges as sustainable growth opportunities for your business, and achieve positive social impact.
 2. Build the fundamental knowledge of sustainability and corporate responsibility needed to address your organisation's goals and challenges
 3. Explore the success of responsible organisations, and how to develop these innovative business models
 4. Understand the trade-offs from integrating sustainability into business practice, and how to generate profit through creative resolutions
- ii. Day Two
 1. Develop practical frameworks to identify material stakeholders, and create strategy and disclosure practices to meet their conflicting, ever increasing demands

2. Examine the challenges of transitioning to a sustainable business model, and learn how to overcome them through identifying the key organisational levers that facilitate change
3. Reflect on your role as leader and your ability to affect change, through growing social and environmental challenges.
4. Gain the confidence to influence other senior executives, and contribute to boardroom discussions on embedding sustainability in your corporate strategy

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i. The programme is designed for mid to senior level managers; tasked with or seeking to develop or implement sustainable business practices within their organisation, or aiming to update their management capabilities with new frameworks and perspectives.
- ii. Attendees would include individuals seeking to develop their knowledge within sustainability, to provide a competitive advantage for their organisation and to accelerate their careers.
- iii. Managers with minimal experience in sustainability, who aim to take on responsibilities in this area to impact their organisation's future.
- iv. Senior board members aiming to quickly develop a solid foundation on the sustainability issues that are entering board-level discussions
- v. Project and risk managers, alongside directors, executives and investors from a variety of industries, with broad range of business experience and managerial responsibility.

e. Course Methodology : This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.

3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. Date

- i. Online training: 12/07/2021
- ii. Classroom training: 13/07/2021

i. Time

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. Venue

- i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

69. The Entrepreneurial Edge and Business Excellence for SMEs and Start Ups-SAM 064

a. Background

- i. The capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit is the hallmark of entrepreneurship.It involves designing, launching and running a new business, which is often initially a small business. A significant proportion of small and medium scale enterprises do well to start up but often close down or not profitable due to the high risks involved.
- ii. This training programme aims to empower participants with the knowledge, competencies and shared experiences in launching a start-up SME business, avoiding lack of funding, bad business decisions,economic crisis and lack of market demand.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

i. Day One

1. Ideas Generation

- a.** Entrepreneurship – what is it?
- b.** Personal Skills Analysis , Steps to Starting a Business , Reasons for small business success & failure , Reasons for starting a business , Understand how to generate and develop an idea
- c.** What makes a really great business idea? What do I need to concentrate on to make my idea even better
- d.** Trends - what trends can my product/service ride the wave of and benefit from?
- e.** Networks of support and advice for start-ups

- f. Demand and Profit – The business fundamentals , Business models and choosing the right one for your start up. Can I make a better business by changing my business model?
 - g. The whole concept of “failing fast” and there's no real such thing as failure, The importance of running the numbers quickly, The end game – what I am trying to achieve?
- 2. Legal Issues for Start Ups
 - a. Guide to Legal Structures , The difference and disadvantages of sole trader, partnership and limited companies and practical case studies on each, Labour Law – A Quick Guide (as many will not be near the stage of hiring employees).
 - b. Contracts, Insurance, Registering a Business Name , Tax Requirements and recent tax changes, VAT , PAYE , Opening a business bank account , Bank reconciliation.
- 3. Preparing a Business Plan
 - a. The importance and practical use of a Business Plan to the start-up business , Main elements of a Business Plan, Setting Goals & Objectives.
 - b. Reviewing Business Plans , Practicing Your Pitch ,Tips for an excellent Business Plan, Samples of sectoral business plans ,Financing.
- 4. Market Research
 - a. Most startups fail because they don't do enough research - how to avoid this by doing excellent market research
 - b. What do I need to research? What questions do I need answered, What on and offline tools are available to me to help me with this research?
 - c. How do I start researching?
 - d. Who do I research and how much research do I need to do?
 - e. Market Research Methods (including new online methods)
 - f. The internet as a source of information for market research.
 - g. Sources of information (including new tools on the market
 - h. Primary and Secondary Research, LinkedIn, Twitter and Facebook for business research, Price in the context of marketing
 - i. Researching – Promotion, Researching - Place/location, Conducting a PEST/SWOT analysis

ii. Day Two

- 1. Marketing for small and medium business
 - a. Introduction to Marketing
 - b. The 4 P's – the practical approach to marketing
 - c. Market environment, Market Size & Trends , Product/Service Comparison , Identifying and meeting customer needs
 - d. Marketing online, Promotion for Start Up , Brand essence and message.

- e. Communication channels for startups, Creating a Marketing Plan, PR, Creativity & Marketing ,Tools and Return on Investment in Marketing Activity

2. Finance

- a. What are my costs – what costs will I have in my start-up
- b. Introduction to small business finance
- c. Basic Book Keeping
- d. Books of Prime Entry
- e. VAT, Accounting options and systems, Cash flow – how to do one and getting one done for my own start-up , Drawings and personal budget.
- f. Business costs, Profit & Loss, Basic Financial Ratios, Balance Sheet , Pricing, Break even analysis.
- g. Credit control, PAYE, Income Tax , Corporation Tax , Sources and uses of funding (Microfinance, seed capital, other sources of funding etc.)

3. Sales and Negotiation

- a. How do I sell?
- b. What am I selling?
- c. What is involved in the sales process
- d. Building on market research to identify a list of sales targets
- e. Identifying the right channels
- f. Develop a sales plan
- g. Selling & Approach
- h. Introduction to customer service and after care
- i. Technology for StartUps, E-Tailing and F-Tailing and online retail trends , LinkedIn, Twitter and Facebook for business
- j. Business uses of Word / Excel and email, Social Media Planning (Marketing) , Creating An Amazing Website
- k. Use of the internet , Business plan websites (covered in business planning) , E-commerce– Selling your product or services online, Online tools and websites

iii. Day Three

1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play

d. Who should attend?

- i. This course is meant for anyone looking to begin to pursue their dreams as an entrepreneur.If you are goal and task oriented and have a strong desire to achieve your personal and professional entrepreneurial dreams, this course provides the fundamentals necessary to begin that journey.
- ii. If you are the type of individual who has found it difficult to take that first step, to get your feet off the ground and make a move in a positive direction,this training is for you.

- iii. If you are that person who finds him or herself constantly saying, "I'll start tomorrow or I need to wait for more ideal conditions, " this course is perfect to overcome to excuses.
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to : info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website : www.trinitra.com.ng
 - iv. Facebook : <https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 27/09/2021
 - ii. Classroom training: 28/09/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos

70. Business Excellence for SMEs and Start Ups- SAM 066

- a. **Background**
 - i. Given the fact that SMEs account for a large proportion of all business organizations in Nigeria, it is extremely necessary to equip and empower SMEs knowledge, practices and tools for business excellence. This training is aimed at bridging the knowledge and capability gaps of SMEs and reduce business failures of SMEs and Startups.
- b. **Training Model**

- i. Classroom Training: Three -day Training, classroom setting and involves :
(1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1)
Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion
- c. **This training course will feature the following:**
 - i. Day One
 - 1. Product development and innovation management.
 - 2. Financial literacy including accountancy, bookkeeping, data analysis.
 - 3. Marketing Planning and Strategy Development.
 - ii. Day Two
 - 1. Website development, social media, e-commerce, digital sales and digital marketing.
 - 2. Tax regimes and patent procedures.
 - 3. Team working, networking and negotiating skills.
 - iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.
- d. **Who should attend?**
 - i. SME Business Owners and StarUp Business Owners
 - ii. Personnel of SME and StartUp Businesses
 - iii. Prospective StartUps and SMEs
 - iv. This course is meant for anyone looking to begin to pursue their dreams as an entrepreneur.If you are goal and task oriented and have a strong desire to achieve your personal and professional entrepreneurial dreams, this course provides the fundamentals necessary to begin that journey.
 - v. If you are the type of individual who has found it difficult to take that first step, to get your feet off the ground and make a move in a positive direction,this training is for you.
 - vi. If you are that person who finds him or herself constantly saying, "I'll start tomorrow or I need to wait for more ideal conditions, " this course is perfect to overcome to excuses.
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used.The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to :info@trinitra.com.ng
 - ii. Telephone : +2347053801151,+2348024017123
 - iii. Website :www.trinitra.com.ng
 - iv. Facebook :<https://www.facebook.com/trinitraconsulting>
 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.

- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 29/09/2021
 - ii. Classroom training: 30/09/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos.

71. Treasury and Asset Liability Management- FAB 004

a. Background

- i. Treasury management includes management of an enterprise's holdings, with the ultimate goal of managing the firm's liquidity and mitigating its operational, financial and reputational risk. It includes a firm's collections, disbursements, concentration, investment and funding activities. In larger firms, it may also include trading in bonds, currencies, financial derivatives and the associated financial risk management.
- ii. This course unpacks the complexities of capital management, liquidity management and interest rate risk. Based on best practice, our course will provide you with comprehensive strategies to analyse liquidity risk, assess stable funding availability, and determine capital adequacy.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Day One
 - 1. Cash and Liquidity management including planning, account organization, cash flow monitoring, managing bank accounts, electronic banking, pooling and netting as well as the functions of in-house banks.

2. Risk Management, To identify, measure, and manage risks that could have a significant impact on the business, Risk elimination versus Risk Propensity, Liquidity Risk
3. Market Risk, typically foreign exchange, interest rates, commodities, Credit Risk, Operational Risk

ii. Day Two

1. Corporate Finance including contacts with banks and rating agencies, as well as discussions with credit insurers and, if applicable, suppliers concerning periods allowed for payment, in conjunction with the procurement of finance.
2. Asset liability management involving managing financial risks that arise due to mismatches between the assets and liabilities as part of an investment strategy in financial accounting.
3. Treasury and ALM, ALM governance, ALM concepts, Building an ALM policy, Managing gaps, Liquidity risk management
 - a. Liquidity gap analysis, Actions to perform, Non-maturing liabilities specificity, Remediation actions, Measuring liquidity risk
 - b. Setting limits, Funding management, Constraints to take into account, Principal sources of funding, Asset-based funding sources, Liability and equity funding sources, Retail funding, Wholesale funding, Equity funds or raising capital, Putting an operative plan for the normal daily operations and ongoing business activities, Assessment of possible funding sources, Identification of plausible stress events, Estimation of the severity levels, occurrence and duration of those stress events on the funding structure, ALM report.
4. Treasury management applications and systems
 - a. Free Cash Flow Management

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i. Treasury Officials, Finance, Investment & Corporate Finance, Risk & Portfolio Officers, Compliance staff, Officials involved in Asset & Liability Management and members of Asset & Liability Management Committee and Investment & Fund Managers.

e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. **Reservation: How to register, Contact us on any of the following point:**

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- ii. Telephone : +2347053801151, +2348024017123
- iii. Website : www.trinitra.com.ng
- iv. Facebook : <https://www.facebook.com/trinitraconsulting>

- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. Date**
 - i. Online training: 21/05/2021
 - ii. Classroom training: 22/05/2021
- i. Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos

72. Finance and Accounting Analysis- FAB 006

- a. Background**
 - i. This leading edge training on Finance and Accounting will meet the needs of the increasing number of participants who find they need a working knowledge of finance and accounting to effectively participate in the management process. We not only provide those in finance and other interested professionals with a sound foundation in the language of business. Participants will also benefit from issues in financial accounting and corporate reporting.
- b. Training Model**
 - i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion
- c. This training course will feature the following:**
 - i. Day One
 - 1. The foundation and principles of modern finance and accounting
 - 2. Understanding and interpreting financial statements
 - ii. Day Two
 - 1. How to analyse corporate reports for deeper financial insights
 - 2. Effective financial forecasting methods
 - 3. Principles of financial investment decision-making
 - 4. Planning and budgeting techniques

iii. Day Three

1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play

d. Who Should Attend?

- i. This training course is designed to provide useful insights and practical skills to professionals from a wide range of disciplines and industry sectors, but particularly those involved in planning, forecasting and investment decision-making in an age of risk and uncertainty.
- ii. Specifically targeted at Financial Accountants, Receivables and Payables Team Members, Planning and Budgeting Managers, Corporate Reporting and Investor Relations Staff, Investment Analysts, Commercial Managers, Supply Chain and Procurement Team Members, Capital Investment and Project Team Members

e. **Course Methodology** : This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. **Reservation: How to register, Contact us on any of the following point:**

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. **Course fee and payment**

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

h. **Date**

- i. Online training: 24/05/2021
- ii. Classroom training: 25/0/2021

i. **Time**

- i. Online Training 9am to 12noon
- ii. Classroom Training 9am to 3pm

j. **Venue**

- i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

a. Background

- i. Participants will learn the how to apply financial management principles within their organisation. It includes: planning and monitoring budgets, using financial information to make the most of available resources, achieving sustainability, managing finance to maximise organisational and programme impact. And also how to communicate effectively about financial management with colleagues across different functions and departments and across the office.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Using financial management skills to build strong organisational capacity.
 - 2. Manage budget processes and cash flow and develop the building blocks for financial systems.
 - 3. Evaluate financial information to help an organisation become more sustainable.
- ii. Day Two
 - 1. Apply basic financial controls to minimise the risk of errors and theft.
 - 2. To build capacity recognise cultural differences between 'finance' and 'non-finance' people, and communicate more effectively when working across cultures.
- iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play.

d. Who should attend

- i. This course is for non-finance people with an appreciation of finance skills.
- ii. Directors and managers,Programmestaff,Fundraisers,Administrators,Board members and Professionals involved in financial accounting.

e. Course Methodology: This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used.The course also features the use of a number of case studies and role plays by participants followed by discussions.

f. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

g. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 26/05/2021
 - ii. Classroom training: 27/05/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos

74. Incremental continuous improvement for business productivity and performance using the Kaizen Model- SAM 067

- a. **Background**
 - i. This course combines the mechanics of a number of continuous improvement tools with the necessary change management skills to enable each delegate to implement sustainable improvement activities within an organisation. Suitable for Directors, Executives, Managers, Supervisors, Lean Facilitators, Continuous Improvement Managers, Six Sigma Green/Black Belts and Change Managers within an organisation.
- b. **Training Model**
 - i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
 - ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.
- c. **This training course will feature the following:**
 - i. **Day One**
 - 1. Kaizen is continuous improvement in order to satisfy customer demand and maintain competitiveness.
 - 2. Embedding continuous improvement activities within the organisation and its culture.
 - 3. This Kaizen training course shows you one method of bringing about permanent productive change within your organisation.
 - 4. Using small empowered group activities.

5. Identify where waste(non-value added activities) can be found in an organization,
6. How to identify prioritised areas for improvement.
7. Examples of lean tools to be used to support kaizen events such as 5S and Value Stream Mapping.
8. Three Kaizen approaches - Just Do its, Kaizen Events (PDCA) and Kaizen Blitz.Others are Total employee involvement (TEI),Just-in-time (JIT),Total productive maintenance (TPM),Total Quality Management(TQM) and Green Productivity Model.

ii. Day Two

1. Root Cause Analysis – Ishikawa (Cause & Effect) and 5 Whys
2. How to structure a Kaizen team?
3. How to successfully implement a Kaizen culture?
4. MBWA – The Gemba Walk.
5. The Task Board.
6. The soft managerial skills required by managers to both implement and sustain a Kaizen culture
7. Improvement metrics – KPIs

iii. Day Three

1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play

d. Who should attend?

- i. Suitable for Directors,Executives,Managers, Supervisors, Lean Facilitators, Continuous Improvement Managers, Six Sigma Green/Black Belts and Change Managers within an organisation.
- ii. Project Managers,Team Leaders and Work group Supervisors.

e. Reservation: How to register, Contact us on any of the following point:

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- v. Twitter: <https://twitter.com/TrinitraCo>
- vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>

f. Course fee and payment

- i. Classroom Training: N35,000 per participant per class.
- ii. Online Training: N25,000 per participant per class.
- iii. Discounted Pricing :
 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 2. Group clients with participants not less than three people will receive 10% discount.
 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.

g. Date

- i. Online training: 14/07/2021
 - ii. Classroom training: 15/07/2021
- h. Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos

75. Quantum leaps and large-scale strategic improvements in business productivity- SAM 068

a. Background

- i. Many companies are facing a crisis in productivity. Since the recent economic recession and slow down in revenues from crude oil the GDP has struggled and many organizations have acutely felt productivity lulls affecting their bottom lines.
- ii. It's time for change.
- iii. Traditional solutions to transforming productivity are failing. By disrupting these conventions, and adopting a radical new philosophy of change, we can make a quantum leap in individual and business productivity.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture,(2) Case Studies,(3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves :(1) Facilitator-led Lecture,(2) Case Studies, and (3) Peer Discussion.

c. This training course will feature the following:

- i. Day One
 - 1. Strategic management
 - 2. Organizational Transformation
 - 3. Method of transformation
 - 4. Company TurnarounD
 - 5. Downsizing
 - 6. Business Process Reengineeering
- ii. Day Two
 - 1. Outsourcing and Insourcing
 - 2. Joint Ventures
 - 3. Mergers and Acquisitions
 - 4. Networking like Contract Manufacturing
 - 5. Ownership Restructuring
 - 6. Privatization
- iii. Day Three
 - 1. Expert-led Socratic Dialogue,CaseStudies,Demonstrations,Peer Discussion and Role Play

- d. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- e. **Reservation: How to register, Contact us on any of the following point:**
 - i. Email to : info@trinitra.com.ng
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 - iii. Website : www.trinitra.com.ng
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- f. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- g. **Date**
 - i. Online training: 16/07/2021
 - ii. Classroom training: 17/07/2021
- h. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- i. **Venue**
 - i. Syndicate Room B, Airport Hotel, Ikeja, Lagos.

76. Social Role and Responsibility of Business: International Guidelines and Practices- LAM 004

- a. **Background**
 - i. Social responsibility is an ethical framework and suggests that a business organization has an obligation to act for the benefit of society at large. Businesses are encouraged to exert their best endeavours to achieve a trade-off between bottom lines and the welfare of the society and environment.
 - ii. Businesses can use ethical decision making to secure their businesses by making decisions that allow for government agencies to minimize their

involvement with the corporation. Corporations will learn how not to window-dress or green-wash corporate social responsibility.

- iii. This training course aims to empower participants with knowledge and competencies to practice responsible corporate social investments with proven impact on the three bottom lines, financial, social and environmental.

b. Training Model

- i. Classroom Training: Three -day Training, classroom setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, (3) Peer Discussion and (4) Role Play.
- ii. Online Training: Three -day Training, online setting and involves : (1) Facilitator-led Lecture, (2) Case Studies, and (3) Peer Discussion

c. This training course will feature the following:

- i. Day One
 - 1. Defining Corporate Social Responsibility and the Principles of CSR
 - 2. Sustainability Issues including Environmental issues and their effects and implications, externalising costs and the social contract.
 - 3. Sustainability and the Brundtland Report
 - 4. Stakeholders & the social contract including stakeholder theory, multiple stakeholding, regulations and implications, risk reduction.
 - 5. Ethics, CSR and Corporate Behavior, Gaia Hypothesis.
 - 6. Performance Evaluation and Performance Reporting-social accounting, aspects of performance, balanced scorecard, Multi-dimensional performance management.
- ii. Day Two
 - 1. Globalisation and CSR
 - 2. CSR in not for profit organizations
 - 3. CSR and Strategy-role of business managers, business ethics
 - 4. Total Responsibility Management
 - 5. Corporate Governance
 - 6. International Guidelines for the Social Responsibility of Business
- iii. Day Three
 - 1. Expert-led Socratic Dialogue, Case Studies, Demonstrations, Peer Discussion and Role Play.

d. Who should attend?

- i. Company Managers, CSR Practitioners, Public Relations Managers, Marketing Managers, Community Relationship Managers and Personnel, HSE Personnel, Company Legal Department and Shareholder Relations Personnel, Safety and Security Personnel, Human Resources Managers, Sustainability and Environmental Professionals who wish to advance their understanding, bring added value to their organizations.

- ii. Government Policy Makers and Personnel and Regulatory Agencies
 - iii. The course is useful for anyone interested in understanding how to manage and increase the value created by their organization through their CSR activities. It also addresses how having a clear strategy for social investment, with targets and processes to measure outcomes and impacts, may create value for the company and society.
 - iv. Non Governmental Organizations.
- e. **Course Methodology:** This course is instructor-led and relies on the use of individual and group exercises aimed at helping participants learn all the tools and techniques used. The course also features the use of a number of case studies and role plays by participants followed by discussions.
- f. **Reservation: How to register, Contact us on any of the following point:**
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 - v. Twitter: <https://twitter.com/TrinitraCo>
 - vi. LinkedIn: <https://www.linkedin.com/company/trinitra-consulting>
- g. **Course fee and payment**
 - i. Classroom Training: N35,000 per participant per class.
 - ii. Online Training: N25,000 per participant per class.
 - iii. Discounted Pricing :
 - 1. Advance Payments made on or before 48 hours to the commencement of training will receive 10% discount.
 - 2. Group clients with participants not less than three people will receive 10% discount.
 - 3. Referral Clients: The referee receives a payout of 10% discount for every individual participant.
- h. **Date**
 - i. Online training: 10/08/2021
 - ii. Classroom training: 11/08/2021
- i. **Time**
 - i. Online Training 9am to 12noon
 - ii. Classroom Training 9am to 3pm
- j. **Venue**
 - i. Syndicate Room B,Airport Hotel,Ikeja,Lagos