

Managing with digital N tools



ML-55 1 Days (7 Hours)

Description

The digital revolution impacts all stakeholders in the company, including managers. This internship will introduce you to the challenges of new collaborative work tools. You will see in particular how to support your teams and make your employees actors of these changes.

Who is this training for ?

For whom

Managers, directors, project leaders.

Prerequisites

Aucune

Training objectives

- Know and use new digital tools wisely
- Manage cross-functionally, remotely and in a desynchronized manner
- Use internal and external social networks
- Choose a mode of communication adapted to new generations

Training program

Comprendre et appliquer de nouvelles méthodes de travail

- Understand the new business ecosystem: the growing integration of service providers, customers and suppliers.
- Understand the merger of customers and suppliers into partners.
- Manage an organization made up of service providers.
- Integrate the notions of transversality, distance, desynchronization into your management.
- Case study Project management with 100% providers.

Optimiser sa gestion et sa communication managériale

- Use social media to simplify customer acquisition and management.
- Integrate "permission marketing" into your internal and external communication.
- Expand a corporate social network: carry out internal Community Management, set rules of use.
- Personal Branding and brand image: manage your e-Reputation and that of your company.
- Collective reflection Optimization of the use of corporate social networks and email management.

Adopter la philosophie de travail des générations Y et Z

- Work 100% digital: instant messaging, VoIP, Optical Character Recognition, voice recognition.
- Dynamically manage your knowledge and skills: capitalize on knowledge, mobilize your resources.
- Integrate fun applications into your management.
- Support and encourage your teams to embrace digital change.
- Case study Management of a technical and human change.