

October 26, 2000

Ms. Kathleen Hayes
Phnom-Penh Post
#10A, Street 264
Phnom-Penh

Dear Ms. Kathleen Hayes,



CfBT

Education Services

Cambodian-British Centre
30, Street 29
P O Box 922
Phnom Penh 12301
Cambodia

Telephone (+855 23) 214 765

Fax (+855 23) 214 764

Mobile (+855 23) 813 993

E-mail cfbt@bigpond.com.kh

Management Workshop: *Developing Management Capacity in the Cambodian Context.*

As a valued client of CfBT Education Services, I write to draw your attention to a Management Workshop that we will be conducting, which I am sure would be of benefit to the senior managers/executives in your organisation. The workshop will be held on Friday 3rd November, at the Hotel Le Royale.

CfBT has been aware for some time that there is very little training provision in Cambodia for senior/executive level personnel, and it is our intention to test the market response with our forthcoming workshop. Topics to be covered include:

Detail to be covered in the workshop include:

- The issues and challenges facing management today both globally and in Cambodia
- What are the attributes of an effective manager
- What is Organisational Development, and why is it so important?
- The integrated HR system and its links to Organisational Development, and
- Literacy: the cornerstone to successful development

These topics will be supplemented with activities and action plan development.

I attach further details about the workshop, and encourage you to register your senior staff to attend this innovative and interesting program.

Yours sincerely,

A handwritten signature in cursive script that reads "Dell Dennis".

Dr Dell Dennis
Development Manager – SE Asia
CfBT – Cambodia

Limited by Guarantee

Registered in England as
The centre for British Teachers
Number 867944

Registered English Charity No 270901

C/BT Executive/Senior Management Workshop
Friday: 3rd November, 2000

Developing Management Capacity in the Cambodian Context.

The aim of the workshop is to build awareness to the link between organisational development and productivity outcomes, with the need for competence at all levels within an organisation, including all levels of management.

Currently, there is training provision in Phnom Penh to cater for middle and lower level management plus associated technical skills, but there has been very little training opportunity for executive or senior managers. The proposed C/BT workshop specifically targets executive and senior management levels in Cambodian and International organisations. We are planning an interactive approach with a variety of instructional techniques with the aim of addressing the following questions:

- What are the management issues and challenges facing your organisation today?
- What is the link between organisational development and productivity outcomes?
- What management skills and knowledge are required in today's increasingly competitive business world in both Cambodia and the broader global context?

Topic areas to be covered include:

- The issues and challenges facing management today both globally and in Cambodia;
- What are the attributes of an effective manager;
- What is Organisational Development, and why is it so important?
- The integrated HR system and its links to Organisational Development, and
- Literacy: the cornerstone to successful development.

These topics will be supplemented with activities and action plan development.

The workshop will be lead by Dr. Dell Dennis, C/BT's Development Manager for SE Asia, working with a team of experienced management and workplace trainers, including: Ms. Kim Yin Wolf, Ms. Kate Lawes, and Mr. Conor Boyle.

This workshop is exploratory for C/BT in that we are aiming to test market response to what we believe is an unmet area of training service demand. To this end, the company is underwriting a proportion of the costs for the workshop with the aim of providing a training experience, which, we hope, will be both beneficial and enjoyable for all executive/senior managers who attend, and also with a view to providing further workshops/seminars for this target group in the future.

Venue: Hotel Le Royale
Date: Friday 3rd November, 2000
Time: 8.30am – 5.00pm
Cost: \$US 30 includes: workshop participation, course materials, lunch, morning and afternoon teas

Registration: Contact C/BT education Services
30, Street 29
Phone: 023 214 765
Email: ni.cfbt@bigpond.com.kh

We look forward to your participation