



ASCENT
GROUP

TRAINING CATALOG

2025

Growth. People. Business.

WHO WE ARE

20+ YEARS ON THE
CONSULTING MARKET

YEARS OF
EXPERIENCE **27+**

35+ CONSULTANTS

COUNTRIES **7+**

600+ SUCCESSFUL
PROJECTS

PLEASED
CUSTOMERS **240+**

125.000+ HOURS OF
TRAINING

Growth. People. Business.





INDUSTRIES & COLLABORATIONS

- Automotive
- Energy
- Insurance
- HoReCa
- Agriculture
- Education
- Oil and Gas
- Technology
- Health
- Finance and Banking
- Distribution
- Hotels and Tourism
- Manufacturing
- Real Estate and Construction
- Transport and Logistics
- Infrastructure
- NGOs

WE ADD VALUE THROUGH

CUSTOMISED BUSINESS SOLUTIONS TAILORED FOR EACH CLIENT

WE'VE BEEN DOING THIS FOR OVER
125,000+ HOURS
OF CONSULTANCY AND TRAINING
DELIVERED TO OUR CLIENTS.

And counting.

Growth. People. Business.



The challenges we face in both our professional and personal lives can create significant imbalances that hinder our growth. Whether it's the constant struggle for time, the fear of speaking in front of an audience, or recurring conflicts and negotiation setbacks, overcoming these obstacles requires the right mindset and skillset.

At **ASCENT GROUP**, we believe that true learning happens through experience. Our training programs go beyond theory, emphasizing active learning, practical exercises, and behavioral modeling. Each course is thoughtfully designed to be interactive, tailored to specific business needs, and aligned with the unique vision and goals of every organization we partner with.

We are an **innovative and trends-anchored partner** for **transformational training solutions**.



**AUTONOMOUS
THINKING**

FUTURE SKILLS

COACHING

**INNOVATION
MANAGEMENT**

**STRATEGIC
PLANNING**

**SYSTEMS
THINKING**

**COMMUNICATION
SKILLS**

**CONFLICT
MANAGEMENT**

**INRAPRENEUR-
SHIP**

**PROJECT
MANAGEMENT**

**DESIGN
THINKING**

**CHANGE
MANAGEMENT**

NEGOTIATION

**TIME
MANAGEMENT**

MS EXCEL

**FUTURES
THINKING**

RESILIENCE

**EMOTIONAL
INTELLIGENCE**

**FINANCE FOR
NONFINANCIALS**

SALES

LEADERSHIP

**PROCRASTI-
NATION**

**PROBLEM
SOLVING**

**PRESENTATION
SKILLS**

TEAMBUILDING

Complementary Training Modules for Comprehensive Development

Regardless of your field of expertise, certain essential skills can enhance the impact of any training program. That's why we have created a selection of 10 versatile modules, designed to be integrated with or added to existing training topics based on your team's specific needs. From *fostering creativity* and improving *customer relations* to *stress management* and *operational efficiency*, these modules bring added value, depth, and practical application to any training initiative. Explore the list and discover the combinations that best align with your organization's goals!

(Details available upon request.)

**WORK/LIFE
BALANCE**

**STRESS
MANAGEMENT**

POWER BI

**FOSTERING
CREATIVITY**

**COMMUNICATION
AND PR**

**CUSTOMER CARE
ON THE PHONE**

CUSTOMER CARE

**A PERFORMANT
ASSISTANT MNGR**

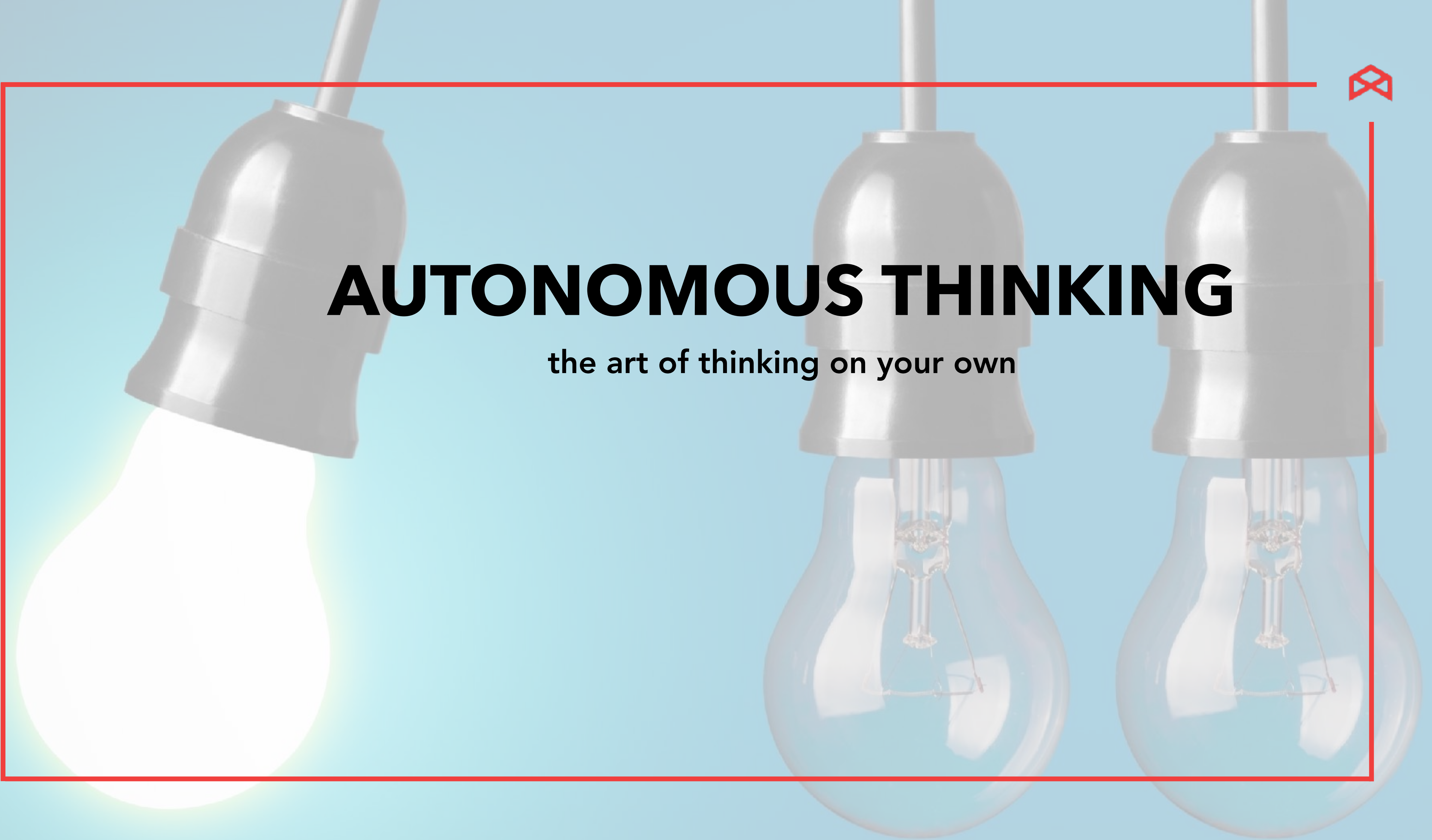
**OPERATIONAL
MANAGEMENT**

**FINANCE FOR
SALESFORCE**



AUTONOMOUS THINKING

the art of thinking on your own





The art of thinking on your own & of proactive action

Trăim We live in an era where information constantly floods our minds, often exceeding our capacity to process it. In such a world, the ability to think independently becomes essential—an indispensable tool for evaluating information, filtering what is valuable, and eliminating what is irrelevant or even harmful.

Autonomous thinking is the fusion of critical and creative thinking—two cognitive dimensions that complement and enrich each other. We are often tempted to fall into perception traps, believing, for example, that creativity finds its true expression only in art or that only highly analytical individuals can excel in critical thinking.

In reality, both approaches can be developed and refined, forming the foundation of a new way of seeing and understanding the world: Autonomous Thinking. This "skill of the future" is not just a luxury for exceptional minds but a necessity for anyone seeking to navigate today's complexity with efficiency and clarity.

Autonomous thinking provides a platform for solving problems in a deeper and more innovative way. Developing this ability not only prepares us for today's challenges but also equips us to anticipate and successfully respond to those of the future. **It is the key to staying relevant, agile, and confident in a world that is constantly evolving.**





Development Outcomes

- Strengthening the ability to think independently and make well-founded decisions
- Seamlessly integrating critical and creative thinking into complex decision-making processes
- Enhancing analytical proficiency and strategic judgment in high-stakes scenarios
- Cultivating creativity as a driver for innovation and breakthrough problem-solving
- Fostering a culture of individual accountability and autonomous decision-making within the organization
- Developing a structured, multidimensional problem-solving approach that leverages both critical analysis and creative ideation

The background of the slide is a photograph of an art installation. It features numerous vertical strings of small, glowing white lights hanging from the ceiling. Several people are seen in the foreground and background, interacting with the installation. The overall color palette is a mix of light blue, white, and grey, with a red border framing the central text area.

SYSTEMS THINKING

the art of big picture thinking

The key to innovative finds

Often, we attempt to solve problems and implement changes only to realize that our "solutions" don't work and that the changes fail to deliver the desired impact. We frequently encounter unexpected challenges and feel frustrated by the lack of progress. At times, it seems as though we are battling an "invisible enemy" that resists any attempt at change. That "enemy" is complexity.

Complexity naturally emerges in almost every aspect of human activity. While we cannot eliminate it entirely, we can leverage tools, techniques, patterns, and models to help us navigate through it.

Some of these tools and methods are technical, but most are people-oriented, fostering collaboration within teams and creating a shared understanding of problems, potential solutions, and possible obstacles.

Systems Thinking elevates the way we approach challenges. Instead of getting stuck in minor details that can derail projects and change initiatives, this methodology enables us to think strategically and achieve better outcomes.





Development Outcomes

- **Understanding Systems Thinking** – Exploring the concept of Systems Thinking and how it aids in analyzing and solving complex problems.
- **Identifying Interconnectivity Within a System** – Recognizing cause-and-effect relationships and understanding the impact of decisions on the entire system.
- **Developing a Holistic Perspective** – Strengthening the ability to look beyond the symptoms of a problem to uncover its root causes.
- **Applying Systems Thinking in Decision-Making** – Learning practical methods for anticipating consequences and optimizing organizational processes.
- **Creating Sustainable and Scalable Solutions** – Using Systems Thinking to develop long-term, adaptable strategies that drive efficiency and resilience.

DESIGN THINKING | SERVICE DESIGN

the art of blending logic (*innovation*) and intuition (*empathy*) for successful solutions





Innovative methods for impactful services

Product design has always been a central pillar for manufacturing organizations. However, the services provided by organizations—whether aimed at end customers or for internal use—have often been developed without a well-defined methodology, relying more on intuition or empirical solutions.

Service Design is an innovative approach to rethinking organizational services, shifting the traditional perspective: the process starts from the customer (external or internal) and moves toward the organization, rather than the other way around. This methodology aims to optimize the customer experience, transforming it into an exceptional one. At the same time, it brings significant benefits to the organization by simplifying internal structures, eliminating unnecessary bureaucracy, and reducing costs that do not directly contribute to results.

At the core of Service Design is Design Thinking, a creative yet structured approach to problem-solving in organizations. This method not only helps identify the real needs of customers but also provides a framework for generating effective and innovative solutions in the redesign of services and internal processes.

The **Design Thinking courses offered by Design Thinkers Academy Eastern Europe are internationally recognized and certified by the prestigious Design Thinkers Academy.** These programs will equip you with the necessary tools to transform organizational challenges into real opportunities for innovation and efficiency.





Development Outcomes

- **Understanding the key concepts of Service Design and Design Thinking** – Gain insight into the fundamental processes, methodologies, and mindset that drive innovation and customer-centric service development.
- **Mastering service design methods inspired by core design principles** – Learn and apply structured approaches used by designers to create efficient, user-friendly, and impactful services.
- **Experiencing process design through an iterative approach** – Engage in hands-on experimentation to refine services through continuous testing, feedback, and improvement cycles.



FUTURES THINKING

the art of strategic foresight





The art of strategic forecasting

We are living through some of the most turbulent times in history. As a business leader, it is crucial to ask yourself: Do you understand the impact of emerging trends on your company? Do you have the knowledge required to make strategic decisions and long-term investments?

Futures Thinking is a transformative training program designed to equip professionals with the tools and methodologies needed to navigate and shape the future in an ever-changing world. Rooted in **strategic foresight** and **systems thinking**, this course enables participants to anticipate challenges, identify emerging trends, and develop innovative solutions for long-term success—going beyond traditional planning methods.

The **Futures Thinking courses**, offered through **Design Thinkers Academy Eastern Europe**, are **internationally recognized and certified by the prestigious Design Thinkers Academy**. This program, along with other internationally certified courses in our curriculum, will provide you with the essential tools to turn organizational challenges into real opportunities for innovation and efficiency.





Development Outcomes

- **Strategic Foresight:** Develop the ability to anticipate future challenges and opportunities by identifying key trends, driving forces, and uncertainties that could impact your organization or the industry in which you operate.
- **Systems Thinking:** Gain a deep understanding of the interconnected nature of global systems and learn how to apply systems thinking to analyze complex problems, identify leverage points, and create sustainable solutions.
- **Scenario Planning:** Learn how to create and analyze multiple future scenarios to better prepare for uncertainty and make informed strategic decisions.
- **Innovation and Resilience:** Explore how to foster innovation and build resilience within your organization by developing strategies that are adaptable to changing conditions and future challenges.



TRANSFORMATIONAL LEADERSHIP

the art of leading





The art of inspiring, guiding and motivating teams to success

How important is it to inspire people to follow us out of conviction rather than imposition? How valuable is a relationship built on respect and trust? And what must we do to turn these ideals into reality?

It is in the human nature to seek role models—people who inspire confidence, security, and authenticity. While leadership is often seen as an innate talent, the qualities of a great leader can be curated and developed.

Our course is designed to help you find the answers to these questions and equip you with the most effective methods to develop your leadership skills, enabling you to inspire others and build authentic relationships based on trust and respect.





Development Outcomes

- **Develop a clear and strategic vision** – Learn to look beyond daily challenges and create long-term directions for yourself and your team.
- **Enhance your communication and influence skills** – Discover how to deliver compelling messages, motivate your team, and effectively manage professional relationships.
- **Make better, faster, and more confident decisions.**
- **Manage change and uncertainty more effectively** – Understand the mechanisms that turn resistance to change into a driver of progress.
- **Refine your delegation and team development skills** – Learn how to create an environment where people reach their full potential and actively contribute to the organization's success.
- **Build resilience and emotional intelligence** – Strengthen your ability to manage stress, conflicts, and team emotions to maintain a harmonious and productive work climate.





FUTURE SKILLS

the art of shaping the future





Essential skills for an age of change

The business landscape is evolving at an unprecedented pace, driven by technological advancements, globalization, and shifts in workforce dynamics.

HR professionals are at the forefront of shaping organizational culture and managing these transformations. The HR department holds the crucial responsibility of preparing the organization for the future. Therefore, it is essential to identify, understand, and develop the competencies that will remain relevant, ensuring the organization's long-term success.

This course equips HR teams with the skills and mindset needed to grasp emerging trends, anticipate future challenges, and develop the critical competencies required both within the department and across the organization. By doing so, companies can adapt, grow, and thrive in an ever-changing environment.



Development Outcomes

- **Strengthening HR teams' confidence** to successfully navigate emerging trends and future challenges.
- **Equipping participants** with knowledge of future HR trends and a clear understanding of how the competencies of the future will evolve.
- **Developing agility** and preparing HR professionals to quickly adapt to technological and social changes.
- **Enhancing strategic influence:** positioning HR as a key driver of business transformation.



COACHING

the art of curating potential





A guided journey of discovered potential

Coaching is not just a technique—it is a transformational approach that empowers leaders and professionals to unlock their potential, overcome obstacles, and achieve their goals with clarity and confidence.

Through practical exercises, case studies, and specialized tools, this training teaches participants how to ask powerful questions, provide constructive feedback, and create an environment that fosters growth and high performance. It is often said that the true value of a manager is reflected in the team's performance when they are not present. Can your team perform without you?

If there are symptoms of disengagement on your team—such as declining productivity, lack of motivation, missed or repeatedly postponed deadlines, or low profitability on new projects—then it's time to step into the role of a team coach. Whether you are a leader, manager, or HR professional, this course will equip you with the techniques and mindset needed to guide and inspire your teams toward excellence.





Development Outcomes

- **Developing the ability to lead a coaching process** – guiding conversations toward constructive outcomes.
- **Unlocking each team member's potential** – techniques for motivation and individual development support.
- **Enhancing active listening skills** – cultivating the ability to listen with empathy and attention to better understand others' needs and perspectives.
- **Mastering the art of asking the right questions at the right time** – how to formulate powerful and relevant questions that encourage reflection and clarify goals.
- **Helping team members find the answers they need** – techniques to foster autonomy and informed decision-making, empowering individuals to discover their own solutions and action paths.



COMMUNICATION

the art of saying exactly what, when, how and to
whom is appropriate



The art of saying what, how, when and to whom is needed

Each of us communicates, often before we are even aware of it. But once we become conscious of the act of communication, do we truly communicate with purpose? More importantly, do we communicate effectively?

How often do we uncover misunderstandings that lead to conflicts and frustrations, using up valuable time and energy?

Some people are inborn communicators, while others focus more on dodging its challenges. Nonetheless, communication comes with a framework and techniques that once assimilated can greatly improve the way we convey our messages—ensuring our communication is more effective and aligned with our true intentions.





Development Outcomes

- Gaining a deeper understanding of interpersonal communication mechanisms
- Identifying and refining your personal communication style
- Enhancing clarity, precision, and effectiveness in communication
- Managing emotions and leveraging nonverbal cues for stronger interactions
- Strengthening active listening skills for improved engagement and understanding
- Developing the ability to provide and receive feedback constructively
- Increasing impact and influence through strategic communication
- Adapting communication style to different contexts and audiences
- Navigating challenging and conflictual conversations with confidence





CONFLICT MANAGEMENT

the art of distilling convergence amidst divergence



How to best reach convergence from divergence

Unsettled conflicts can have a devastating impact on an organization. Realistically, conflicts are ever-present and an inherent part of daily life—whether in the workplace, client meetings, family interactions, or friendships, we are constantly faced with differing opinions and perspectives.

How can we effectively manage these situations? How can we deal with (de-escalate or altogether avoid) conflicts without compromising our own goals? How do we foster constructive dialogue? These along other questions will be addressed in this course, equipping you with the necessary tools to transform conflicts into opportunities for learning and growth, both personally and professionally.



Development Outcomes

- **Recognizing the dynamics of conflict** – understanding how conflict arises, escalates, and influences individual and team relationships.
- **Identifying your own conflict management style.**
- **Distinguishing between different types of conflicts.**
- **Developing effective communication skills** – (active listening, responsibility in communication, and emotional "contamination").
- **Negotiation and mediation techniques** – developing the skills to find compromise solutions, facilitate dialogue, and turn conflicts into collaboration opportunities.
- **Strategies for preventing conflicts** – identifying trigger factors and de-escalating tense situations.





CHANGE MANAGEMENT

the art of navigating uncertainty



How to tame resistance to change

It is human nature to resist change, just as it is human nature to constantly seek better ways of doing things. However, if change had not occurred, what would our society look like today? Or perhaps, would it even exist?

Throughout history, many revolutionary inventions faced resistance at first, due to ignorance, fear, or reluctance. The same happens in organizations, where change is often necessary but also meets natural opposition.

How can we face this resistance more easily? How can we implement change in an effective way with optimal results? These are just a few of the questions this course will answer, providing you with the tools needed to manage change in a constructive and sustainable manner.



A photograph of wooden blocks arranged to spell out 'START NOW' on a white surface. The blocks are light-colored with dark letters. The word 'START' is in the top row and 'NOW' is in the bottom row. There are other blocks scattered around, some with letters like 'V', 'R', 'N', 'I', 'P', and 'O' visible.

START
NOW

Development Goals

- **Understanding the nature of change** – Exploring the individual mechanisms of resistance
- **Identifying the causes of resistance to change** (psychological, emotional, and organizational) that drive opposition to change.
- **Recognizing signs of resistance to change** – Learning how to observe and interpret opposition signals, both at the individual and collective levels.
- **Strategies for overcoming individual resistance** – Developing techniques for shifting mindset, managing emotions, and fostering an open attitude toward transformation.
- **Effective communication in the change process**
- **Creating a flexible and resilient mindset** – Training the ability to accept and leverage change as an opportunity for growth.

A background image showing two people in business attire shaking hands in front of a blurred bookshelf. The image is overlaid with a semi-transparent grey rectangle and a red border.

NEGOTIATION TECHNIQUES

the art of mapping out common ground





The art of influence

Throughout life, each of us constantly navigates among desires, interests, and viewpoints that often conflict with those of others. Negotiation is an omnipresent process (at work, in business, or in personal relationships). Every interaction offers the opportunity to persuade or be persuaded. Success, however, depends on the ability to manage these situations strategically and effectively.

In the business environment, the negotiation process is a critical stage for maximizing profit and creating sustainable partnerships. Mastering the art of negotiation involves more than just techniques; it also requires developing an adaptable attitude and choosing the right approach for each context. From identifying common interests and managing objections to finding a balance between firmness and empathy, successful negotiation is a complex blend of knowledge, tact, and emotional intelligence.





Development Goals

- Understanding the key aspects of the negotiation process
- Determining the power dynamics in negotiation
- Mastering negotiation techniques and strategies
- Developing communication and persuasion processes
- Empathy vs. sympathy and creating a trust-based environment
- Evaluating your own negotiation style
- Awareness of cultural and organizational differences in negotiation



RESILIENCE

the art of optimising our interaction with change



The art of optimising our interaction with change

They say "what doesn't kill you makes you stronger." Still, managing adversity can take two directions: it can help us develop essential qualities, both personally and professionally, or, conversely, it can leave us exhausted and overwhelmed.

How do we relate to change? Is resilience a skill anyone can cultivate? And, most importantly, can every crisis be an opportunity for learning and growth?

Being resilient means more than overcoming obstacles – it means bouncing back stronger, more adaptable, and more aware of our own resources. In this training we explore what true resilience really means and how we can turn it into a crucial asset in today's world.





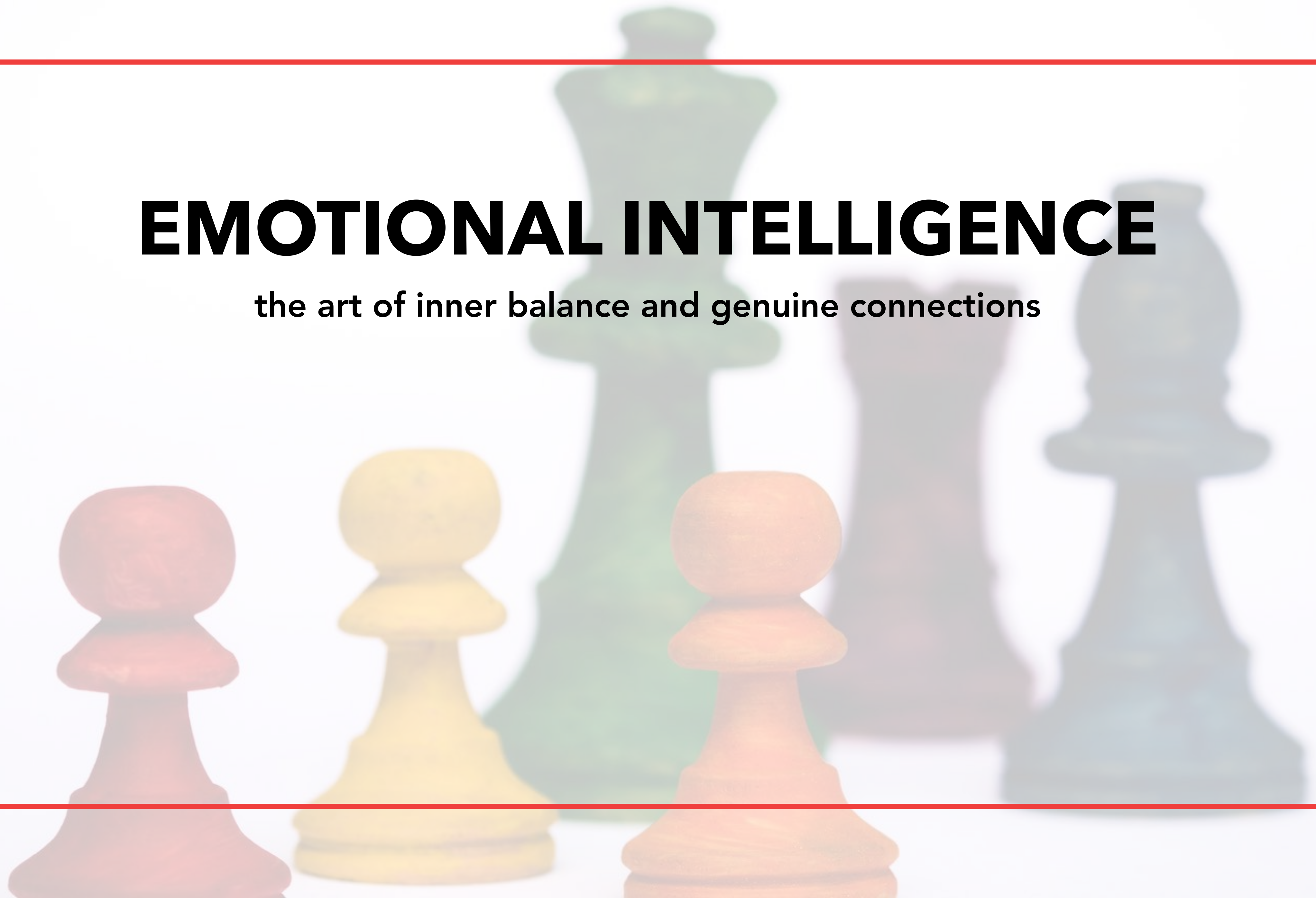
Development Outcomes

- **Understanding the change process** – how it influences us and how we react to change.
- **Discovering your personal style of managing change** – test.
- **Assimilating and applying the concept of resilience** – Defining resilience and integrating it into professional and personal life for better adaptability.
- **Developing robust and flexible strategies for resilience** – Creating a set of practical tools to navigate effectively through difficult and unpredictable situations.
- **Optimizing interaction with change through self-care** – Building healthy habits that support emotional, mental, and physical balance, contributing to sustainable resilience.



EMOTIONAL INTELLIGENCE

the art of inner balance and genuine connections





The art of managing our emotions

Having a high IQ or being highly skilled in a particular field is no longer enough to guarantee success in an increasingly competitive and complex world. Paradoxically, in a society that is becoming more and more pragmatic, the ability to relate, communicate effectively, and understand the expectations and desires of those around us becomes the key to success. In order to better understand others, it is essential to know, understand, and accept ourselves more comprehensively.

These challenges are addressed and managed through the development of emotional intelligence (EQ), a crucial factor that influences interpersonal relationships and professional success. This course will help you discover how to cultivate your emotional intelligence to navigate social and professional interactions with greater ease, maximizing your impact and success.





Development Outcomes

- Understanding the concept of emotional intelligence
- Increasing the ability to identify and control emotions
- Enhancing the ability to manage destructive emotions
- Increasing empathy and relationship-building skills
- Assessing one's own level of emotional intelligence
- Developing social and leadership skills
- Applying EQ principles in a professional context





PROCRASTINATION

the art of doing nothing

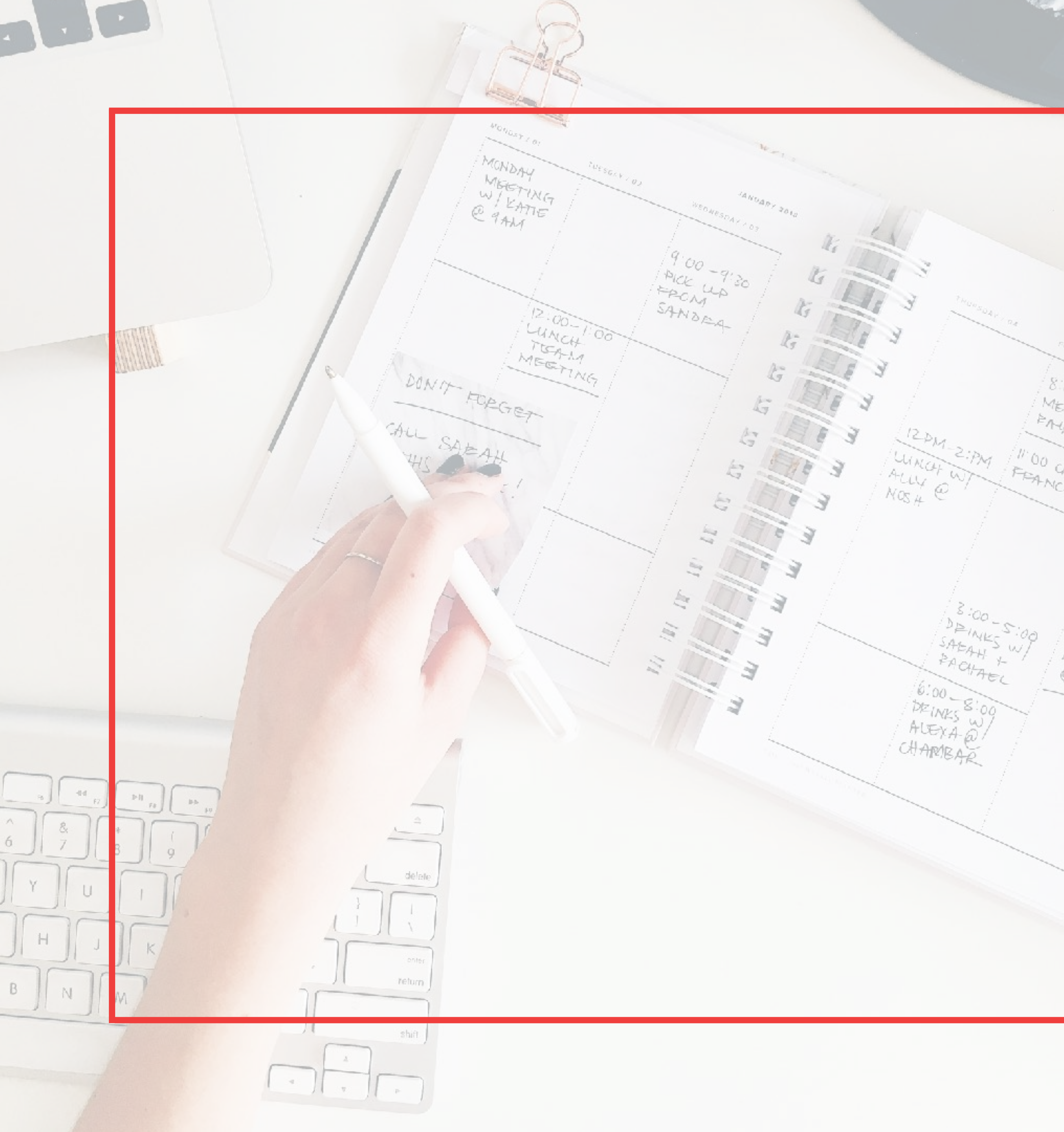




Transforming time into an ally

Procrastination – a word officially introduced into the Romanian Dictionary (DEX) in 2022, a word whose social and especially psychological mechanisms seem to have influenced us forever – has become a challenge we can no longer ignore if we want to take control of our time and lives. This behavior, so prevalent in modern society, **often hides the fear of failure, the fear of the unknown, or a tendency toward perfectionism.**

This course aims to guide you on a complex journey of understanding the impact of procrastination, offering clear explanations, practical recommendations, and effective techniques to overcome roadblocks, no matter how specific they may be. As a result, you will be able to transform personal and professional growth into a continuous and upward process.





Development Outcomes

- **The causes of procrastination:** why we delay tasks and its effects on personal well-being
- **Identifying types of procrastination,** along with techniques to overcome them
- **Learning effective methods** for setting time management goals
- **Applying tools and techniques** for self-motivation and discipline to enhance personal and professional performance
- **Creating a personalized action plan** to combat procrastination in the long term





PROBLEM SOLVING

the ability to look beyond symptoms



How to find solutions for every challenge?

The world we live in is dynamic, not lacking in challenges and opportunities. Daily, we face problems that vary in size and complexity. The way we respond to these challenges defines not only our immediate success but also our long-term professional trajectory.

The ability to identify viable solutions, approach problems in a constructive and strategic way, and position ourselves effectively at each stage of the problem-solving process are essential skills. Equally important is our ability to "sell" the chosen solution to the involved stakeholders, gain their trust, and secure the necessary support for successful implementation.

These skills not only help us overcome current challenges but also position us as effective leaders, capable of inspiring and mobilizing teams toward high performance.





Development Outcomes

- Developing the ability to correctly diagnose a problem
- Increasing the capacity to approach problem-solving in a structured way
- Mastering the steps/stages of problem-solving
- Identifying the causes and effects of a problem using specific techniques
- Identifying optimal problem-solving solutions based on the level of involvement in the discussion
- Avoiding barriers and traps that may arise in the problem-solving process.

The background of the slide features a blurred image of four people standing in a row, facing forward. Overlaid on this image is a complex network of white lines connecting various nodes, some of which are highlighted with glowing yellow and orange circles. The overall color palette is a mix of soft pinks, purples, and blues.

INNOVATIVE THINKING

the ability to see beyond conventional limits



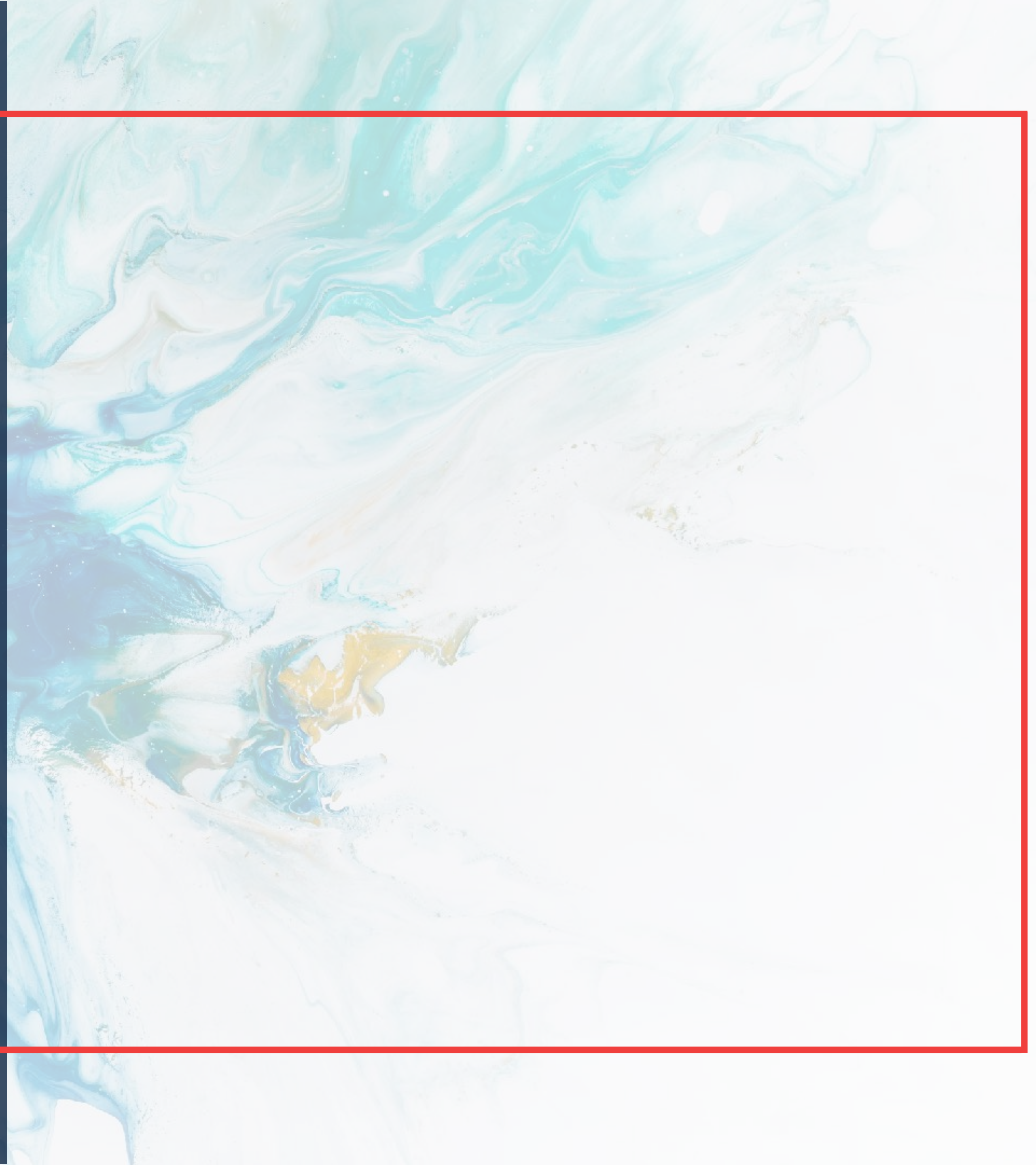


How to stay relevant in an ever-changing world?

The world around us is transforming at an unprecedented speed. For organizations, it is now more critical than ever to foster a creative climate, embrace challenges, encourage experimentation, and develop innovative products/services that keep them competitive.

Innovation is not a random process or the result of a momentary spark. It is the product of many years of dedicated work, accumulated know-how, and continuous learning. For these to materialize into valuable ideas, openness to experimentation and the acceptance of mistakes as part of the process that guides us effectively toward innovation are essential.

Innovation doesn't mean inventing something completely new. Innovation can be any improvement made to the services offered, daily processes, or the way the team works.





Development Outcomes

- **Understanding the concept of innovative thinking** – exploring the importance of the mix of creativity, innovation, and critical thinking in organizations.
- **Developing a mindset open to change** – encouraging flexibility and the willingness to experiment with new approaches and ideas.
- **Identifying and overcoming barriers to innovation** – recognizing the factors that block innovative thinking and developing strategies to overcome them.
- **Applying techniques and methods to stimulate innovation** – using tools such as brainstorming, mind mapping, design thinking, and lateral thinking.
- **Applying innovative thinking in decision-making** – learning techniques to integrate creative solutions into the decision-making process.





STRATEGIC PLANNING

the art of anticipating the future





How to ensure long-term sustainability for our organisations?

The life of an organization is a thrilling mix of challenges, with built-in ups and downs. They say that success has multiple parents, while failure stays orphan. Often, when rough times hit our organizations, as managers, we wonder if we have done everything in our power to anticipate and prevent problems.

Winners are not perfect. The difference is that they make fewer mistakes or learn from them more quickly and effectively.

This course is designed to help us ensure the financial and operational health of the organization, as well as provide clarity in designing its long-term future – whether that means 5, 10, or even 50 years. Together, we will explore strategies that will allow us to create a solid and sustainable path to success.





Development Outcomes

- **Understanding the concept of strategy** – Clarifying the differences between strategic, tactical, and operational planning.
- **Business environment analysis** – Identifying internal and external factors that influence the success of an organization.
- **Understanding the strategic planning process.**
- **Developing strategic thinking.**
- **Adaptability and innovation** – Developing a flexible and innovative mindset to respond quickly to market changes.
- **Developing a sustainable strategic plan** – Creating a long-term strategy that is viable and adaptable to future changes.



INTRAPRENEURSHIP

the art of getting employees to think entrepreneurially





Leveraging employees who can act entrepreneurially

How essential is it for every employee in our company to adopt an entrepreneurial mindset? How important is it for managers not to limit themselves to simply managing the business but to also have the vision and ability to continuously develop it? How can we motivate them to understand the importance of the organization's mission, stay focused on customer needs and innovation, find creative solutions, and, at the same time, maintain a self-inspired and proactive attitude?

The answer to these challenges is provided by the **Corporate Entrepreneurship program**, developed by **The Farrell Company**, a global leader in researching and teaching entrepreneurial practices and supporting the sustainable growth of companies. This program is the key to building an adaptable, innovative organization focused on long-term success.



Development Outcomes

- **Understanding the concept of intrapreneurship** – entrepreneurship vs intrapreneurship
- **Developing an entrepreneurial mindset within the company** – Encouraging initiative, responsibility-taking, and solution-oriented thinking
- **Identifying innovation opportunities** – Learning methods through which employees can observe and capitalize on new opportunities to improve processes, products, and services
- **Taking calculated risks** – Learning how risks can be analyzed, managed, and turned into growth opportunities
- **Enhancing leadership and autonomy skills** – Developing the ability to make decisions and lead initiatives without waiting for direct instructions
- **Stimulating critical thinking and problem-solving** – Creating a proactive approach to overcoming challenges and optimizing processes



A top-down view of a workspace with a light brown cardboard background. A white rectangular sheet of paper is centered. Various stationery items are scattered around: a black Starbino Pen 68, a white pen, a blue pen, a silver pencil sharpener, a black paper clip, a grey pencil, and a white marker with a black cap. A red rectangular border is overlaid on the image, with a small red geometric logo in the top right corner.

PROJECT MANAGEMENT

the art of converting vision into reality

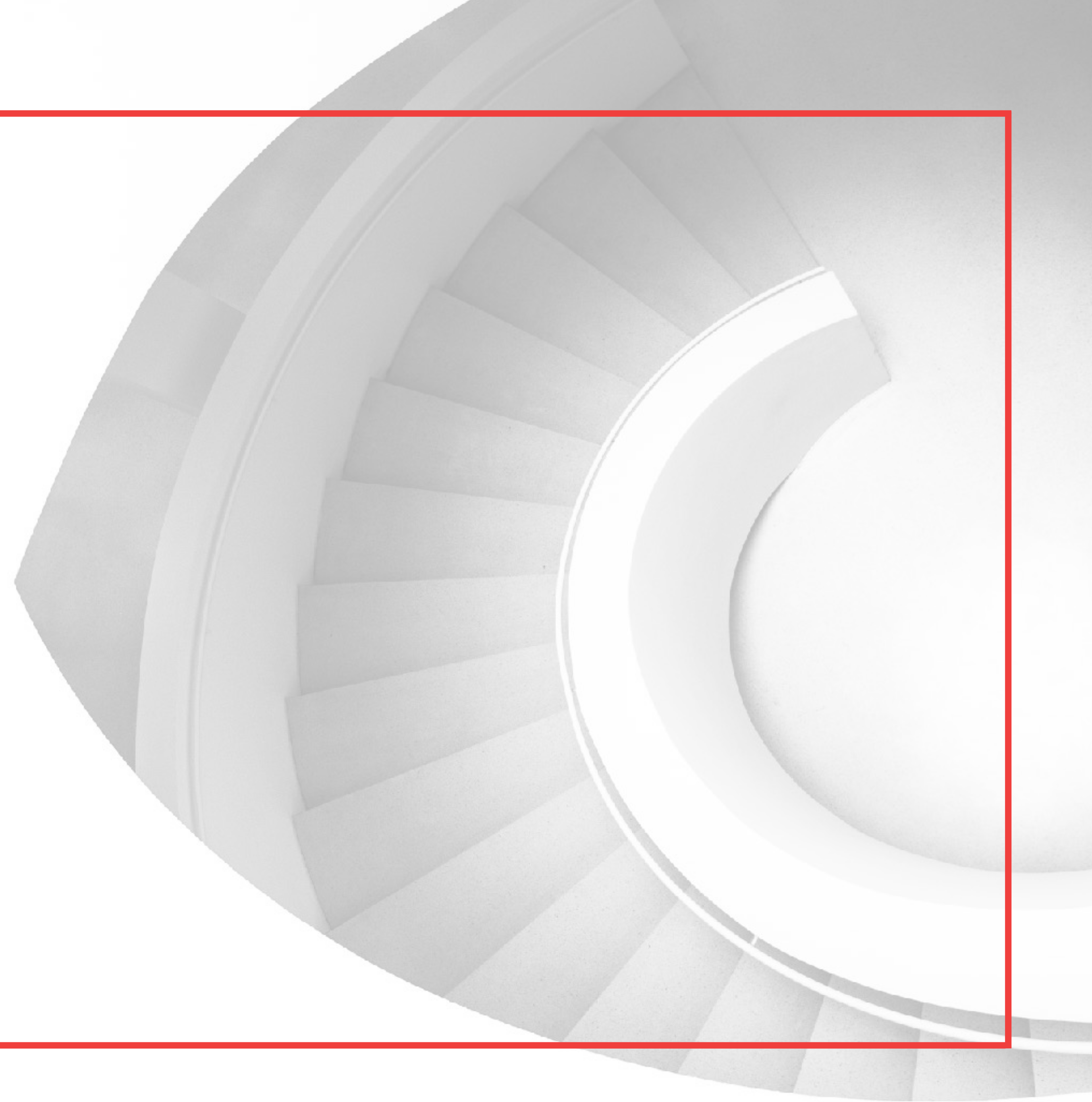


How to balance resources

Countless projects, although initiated with great enthusiasm, end up abandoned, and of those that are completed, a significant percentage either exceed their deadlines, budgets, or both.

Even the best-structured projects can fail without the full engagement of those involved. Regardless of how well-structured a project is, its success depends on the involvement of each participant.

This training equips participants with the strategies and tools needed to enhance project management effectiveness, ensuring projects are delivered on time, within budget, and with lasting impact. Stay ahead in today's competitive business environment by mastering the skills that drive successful execution.





Development Outcomes

- Familiarization with fundamental project management methodologies
- Enhancing the team's ability to execute actions aligned with project phases
- Training team members in effectively managing roles, tasks, and project resources
- Developing the necessary skills to identify and successfully address critical challenges
- Improving participants' adaptability and responsiveness in complex situations
- Establishing a long-term, unified, and sustainable approach to project execution



TIME MANAGEMENT

the art of prioritizing correctly





How to avoid the trap of time-killing

How many times do we reach the end of the day and realize that we haven't completed the most important tasks we set out to do? Or that we've helped others, but haven't focused enough on our own responsibilities? How often is our personal life affected by the pressures and challenges at work?

To prevent overload and stress caused by these dilemmas, it is essential to learn how to manage time more effectively. This course will provide you with the techniques and strategy needed to use your time more productively, so you can achieve your professional and personal goals without sacrificing balance and well-being.





Development Outcomes

- Recognizing the importance of time as a limited resource
- Mastering self-organization techniques
- Differentiating between important and urgent tasks
- Understanding the principles of efficiency in time management
- Identifying factors that affect productivity (time thieves)
- Using various time management techniques
- Optimizing task planning and organization
- Effectively planning the day, week, and month
- Managing stress and maintaining work-life balance



MICROSOFT EXCEL

for data-tamers



When precision and speed team up

In a world where information is the catalyst, being proficient in handling Microsoft Excel has become a fundamental requirement, regardless of the industry or field in which we operate. E

xcel is not just a spreadsheet program; it is a versatile tool that contributes to the professional advancement of those who need to manage, analyze, and visualize data with great precision, and to deliver top-quality results by efficiently managing the potential of information.

In a world where information drives us, knowledge of Excel is a transformational skill, equipping anyone to excel academically, professionally, or personally.



Development Outcomes

- **Efficient data management** – organizing, structuring, and managing data effectively, reducing errors, and increasing productivity.
- **In-depth data analysis** – how to interpret complex data, identify trends, and make informed decisions using advanced tools.
- **Solving complex problems** – applying logical functions and analysis tools to find quick and efficient solutions to difficult problems.
- **Visual representation** – creating intuitive charts and dashboards to communicate data clearly and persuasively.
- **Saving time and resources** – automating repetitive tasks and optimizing workflows to increase efficiency.
- **Enhancing career versatility** – mastering Excel opens new professional opportunities and provides a competitive advantage in the job market.





FINANCE FOR NON-FINANCE

the art of converting numbers into inspired decisions



Deciphering financial language for inspired management decisions

How important is financial information for a manager in making strategic decisions? What role do budgets and the budgeting process play? How does cash-flow analysis, the profit and loss (P&L) statement, or cost analysis assist in the decision-making process? And, most importantly, how do we correctly interpret financial indicators to support company growth?

Although financial reports are essential, they can seem complex to a non-financial person. Sometimes, managers perceive them only as fiscal formalities, overlooking their strategic value.

This course helps you understand and effectively use financial data, transforming numbers into decisions and successful strategies.





Development Outcomes

- Understanding the basic principles and common terms used in financial statements
- Evaluating and using the presented financial information
- Awareness of financial information in decision-making
- Understanding different types of costs and how they influence the decision-making process
- Awareness of the role of budgets and the budgeting activity
- Describing the main tools and methods for assessing the efficiency of profit centers



SALES TECHNIQUES

the art of crafting compelling value propositions





Transforming features into tangible benefits

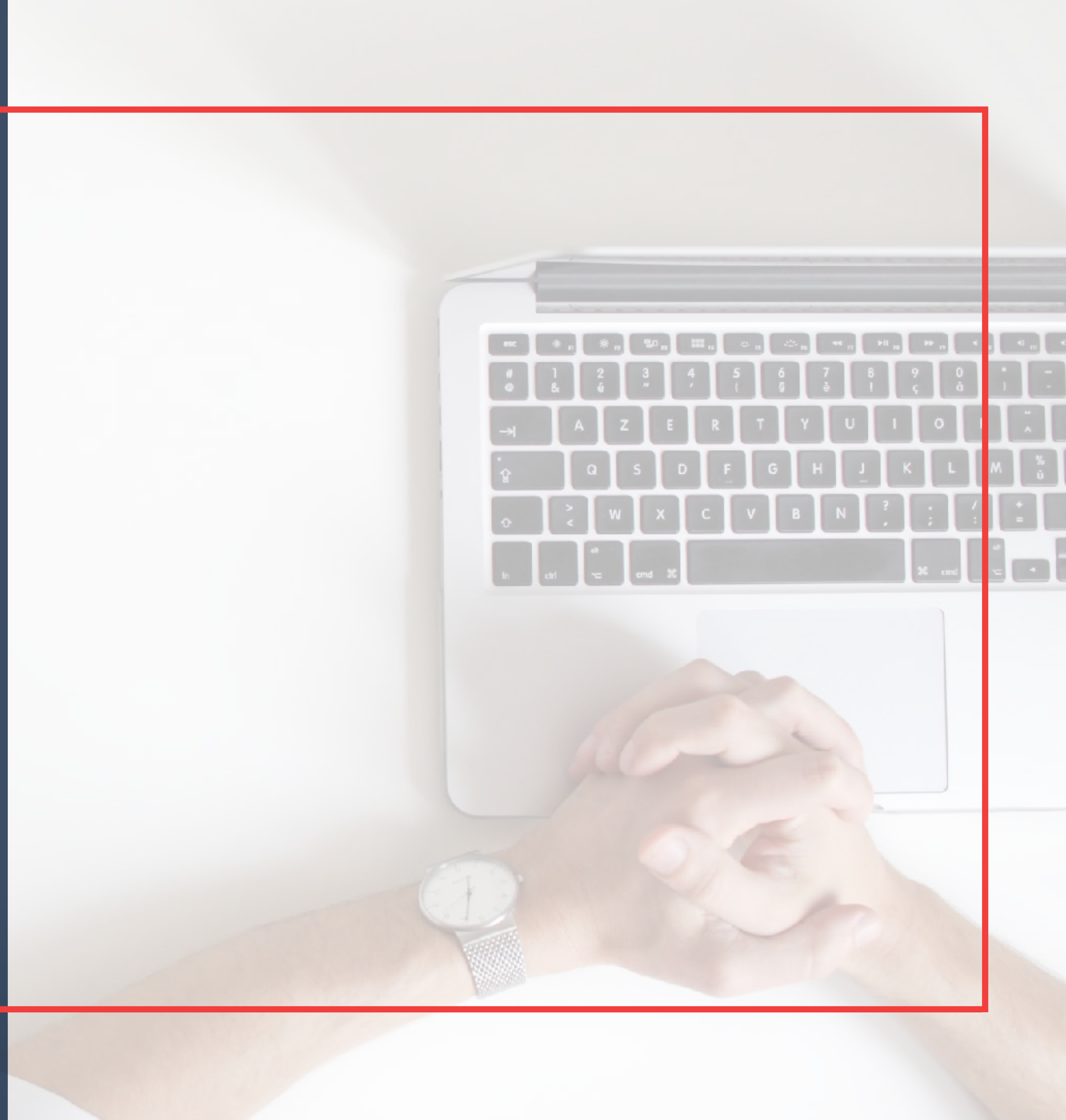
Selling or buying are verbs that point to much more than mere transactions; they represent fundamental elements of human interactions and business relationships. In a dynamic market, where consumers are becoming increasingly informed, more demanding, and selective, sales performance is no longer just about *what* you sell, but especially about *how* you sell.

The rapid change in consumer mindsets creates an urgent need to adapt sales strategies. It's no longer enough to present a product or service – it's vital to create an experience, build trust, and add value to the customer. How do we differentiate ourselves? How should we sell in this new context to compell?



Development Outcomes

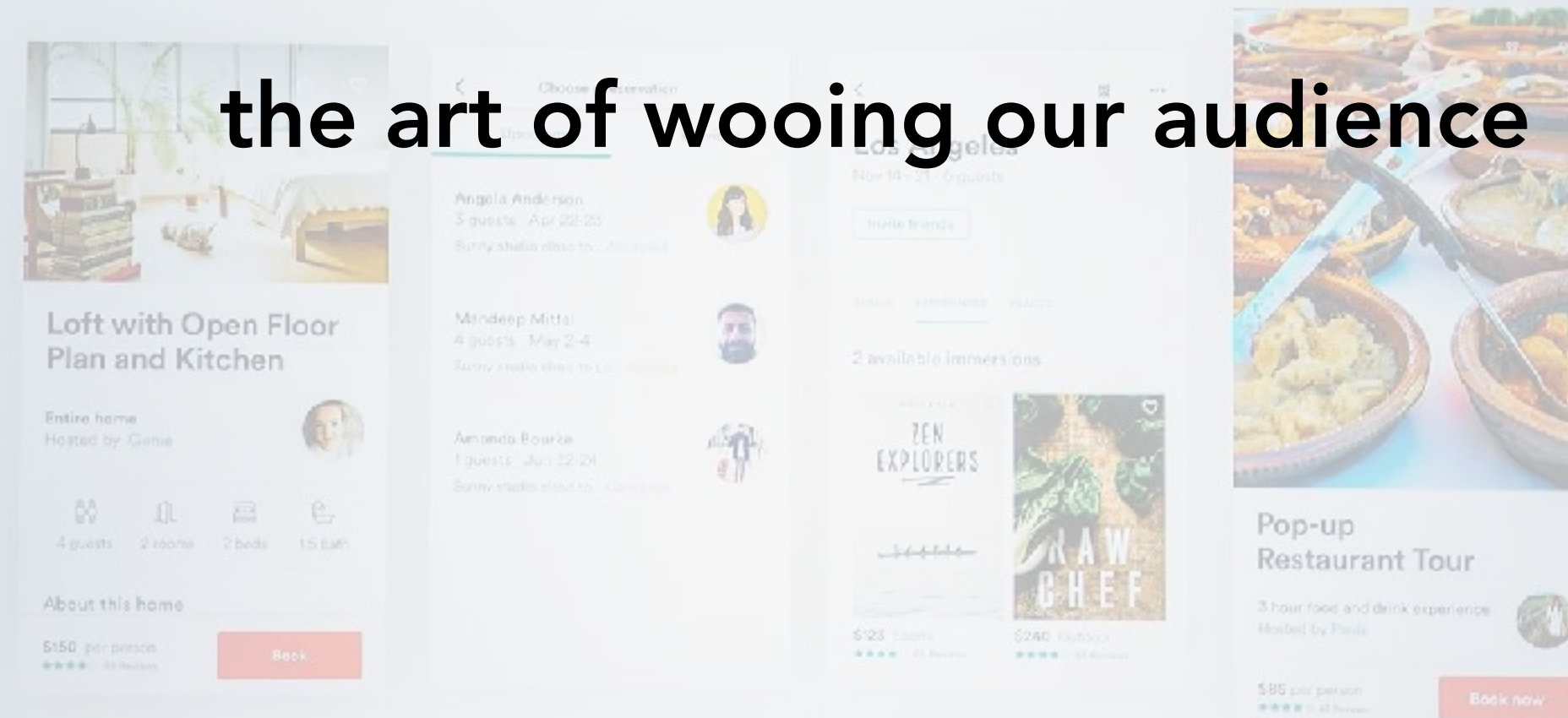
- Understanding the sales process and identifying the factors that influence it
- Evaluating individual sales qualities and potential
- Understanding buyer psychology
- Understanding and mastering the psychological mechanisms of influence
- Developing active listening skills and asking the right questions to identify the customer's needs
- Adapting communication style to reflect customer profile (persona)
- Assimilating innovative sales techniques
- Handling objections and difficult customers





PRESENTATION SKILLS

the art of wooing our audience





Mastering the Art of Influencing Your Audience

Sweaty palms, a beaded forehead, palpitations, or losing your train of thought during a presentation are just a few of the common challenges that arise when speaking in public. The fear of speaking before an audience remains one of the most widespread anxieties.

Nonetheless, the ability to deliver compelling presentations and communicate ideas effectively plays a crucial role in shaping both our professional and personal success.

How can we craft a captivating presentation that not only captures the audience's attention but also delivers a persuasive message? This course will equip you with the techniques and strategies needed to transform every presentation into a success, enabling you to express yourself with clarity, confidence, and a lasting impact on your audience.



Development Outcomes

- Mastering the art of starting and concluding a presentation with impact
- Enhancing the clarity and effectiveness of your message
- Strengthening your ability to maintain audience engagement
- Recognizing the importance of non-verbal communication in presentations
- Adopting proven techniques for successful presentations
- Improving your ability to plan and structure presentations efficiently





TEAMBUILDING

the art of transforming individuals into a high-performance team



How to build long-lasting connections

We all want to work better together with our colleagues, but the differences between us often become barriers to achieving this goal. In the fast-paced rhythm of daily activities, there is little time to truly get to know our coworkers, and the importance of forming a deeper connection with those we spend at least a third of our day with often goes unnoticed.

How can we better understand the perspectives, motivations, and work styles of our colleagues? How can we transform diversity into a strength for a united and high-performing team? What does it truly mean to be part of a team, how is it built, and how can we strengthen relationships to collaborate in harmony?

Through our team-building programs, you will experience interactive and dynamic methods that will help you overcome barriers, develop mutual trust, and cultivate a collaborative work environment where every team member feels valued and engaged.



Development Outcomes

- **Team Dynamics Assessment** – Analyzing the current state of the team to identify strengths and areas for improvement.
- **Strengthening Interpersonal Relationships** – Creating an informal environment to facilitate better mutual understanding and the development of trust among team members.
- **Developing Problem-Solving Skills** – Engaging participants in managing unexpected situations to encourage strategic thinking and decision-making within the team.
- **Clarifying and Optimizing Team Roles** – Identifying each member's strengths and exploring the most suitable roles to maximize collective efficiency. Assessing the appropriate roles for each team member.



A hand holding a pen over a spiral notebook on a wooden desk. The background is a wooden surface with a diagonal grain. A red line borders the top and right sides of the image. A red logo is in the top right corner.

TRAINING PROGRAMS DETAILS

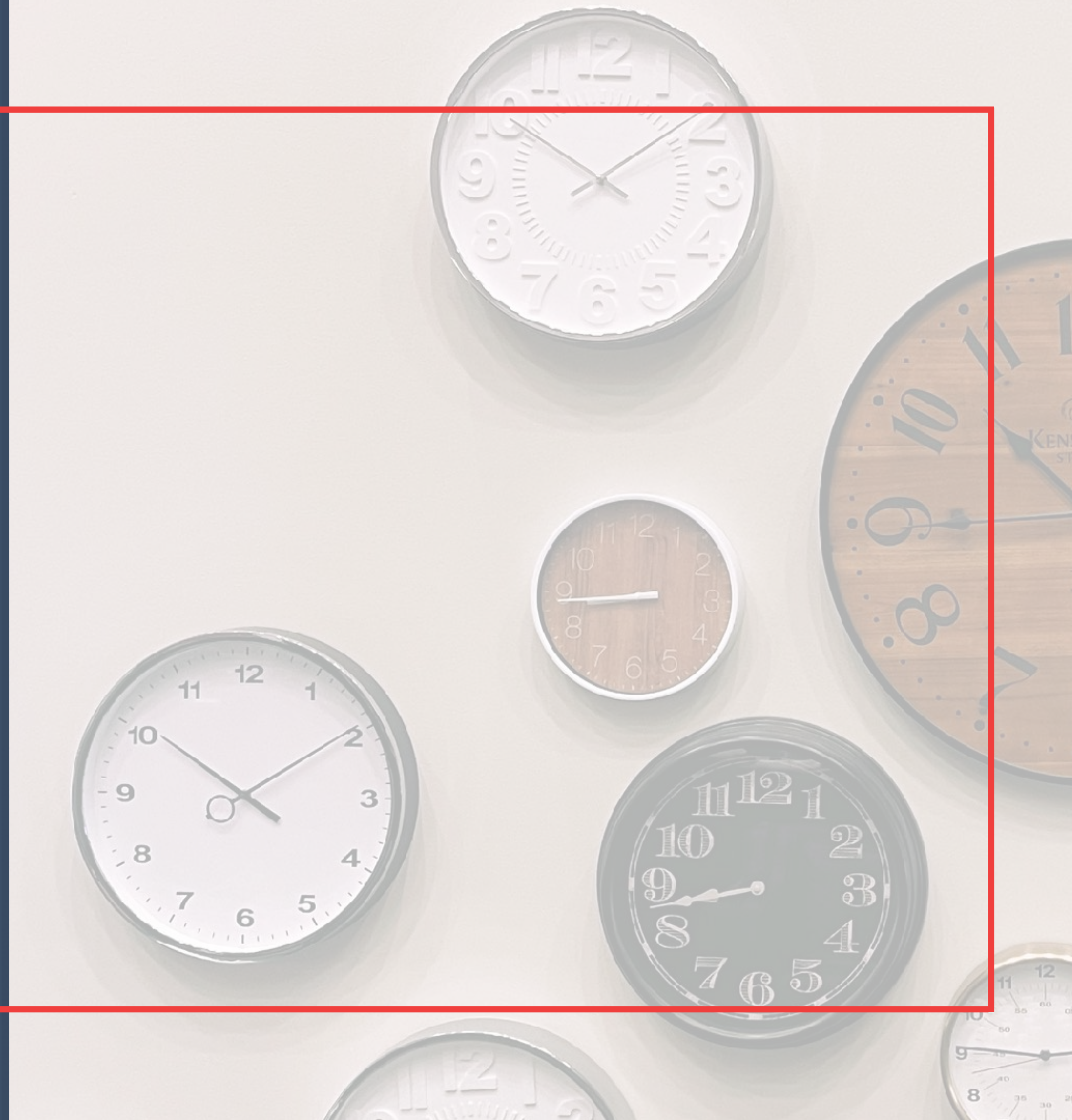


Timeframe

The recommended duration of our training sessions varies between 1 and 3 days, depending on the complexity of the topics and the location of the training for in-class courses.

For maximum flexibility, all course topics are also available online, structured in modules with a span of 2 to 4 hours each, tailored to clients' availability and preferences.

This modular format allows for a personalized approach, enabling participants to learn at a comfortable pace without compromising the quality of the content or the interactivity of the experience.





Location

To maximize the impact of the training sessions, it is essential to choose locations that provide a conducive learning environment, comfortable and with optimal conditions for participants.

External locations offer a less familiar setting, fostering a relaxed and uninhibited atmosphere, which contributes to freer and more interactive learning. These venues allow for team-building activities, games, outings, and socialization opportunities, thereby encouraging collaboration and creativity. On the other hand, internal locations are particularly recommended for shorter modules that address immediate training needs, providing a familiar and efficient setting.

For maximum flexibility, online courses are delivered through modern collaborative platforms, such as Zoom, Miro, or Mural, offering an interactive and accessible experience for participants from anywhere.



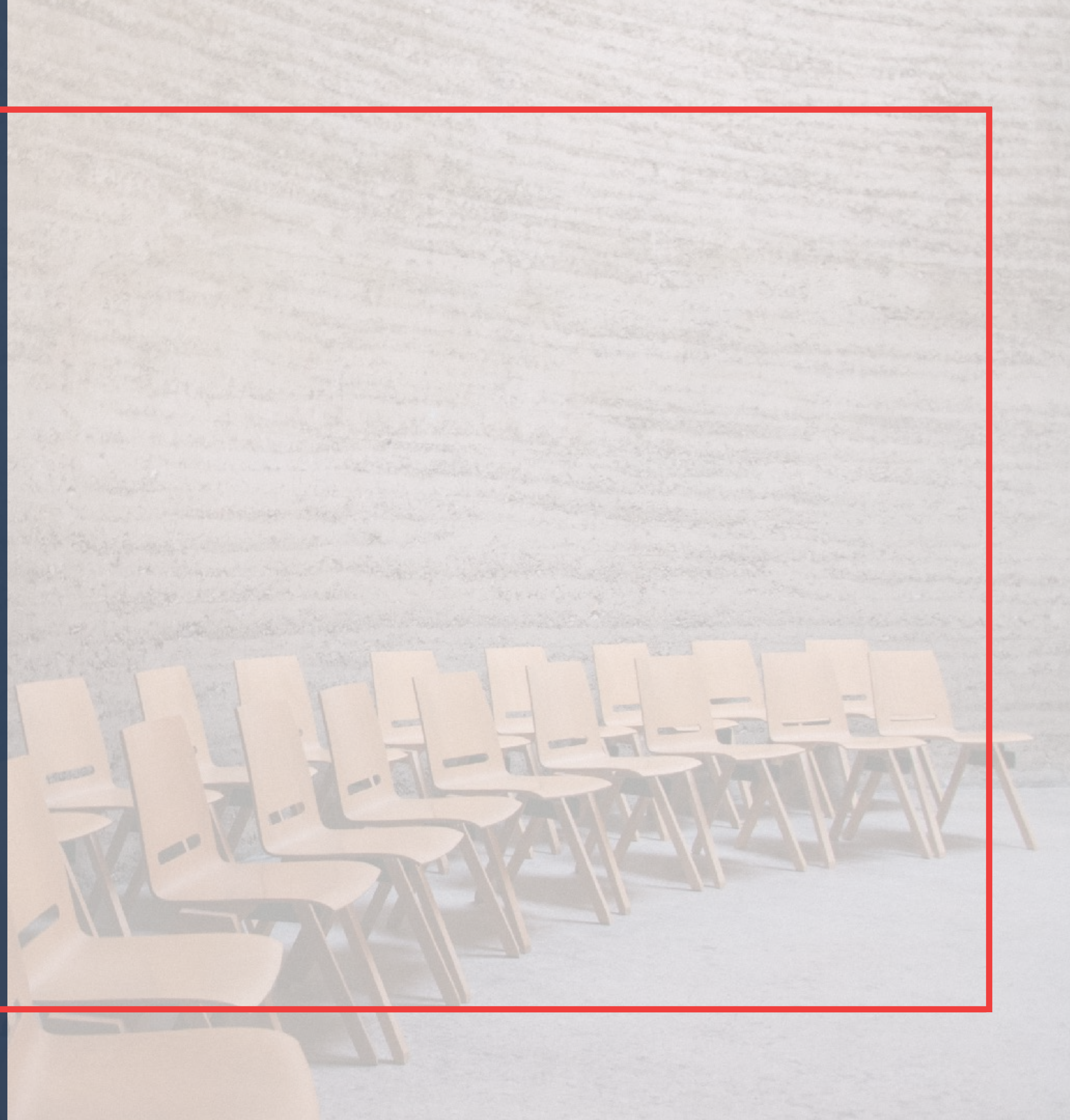


Participants

The number of participants in a training session varies depending on the topic being addressed. The optimal range is usually between 8 and 12 participants to ensure effective interaction and personalized attention.

At the same time, the maximum number of participants in a group should not exceed 16 people in order to maintain the quality of learning and ensure an interactive experience for all.

For team-building programs, there are no restrictions on the number of participants, as they are adaptable based on the specific objectives of the organization and the planned activities.

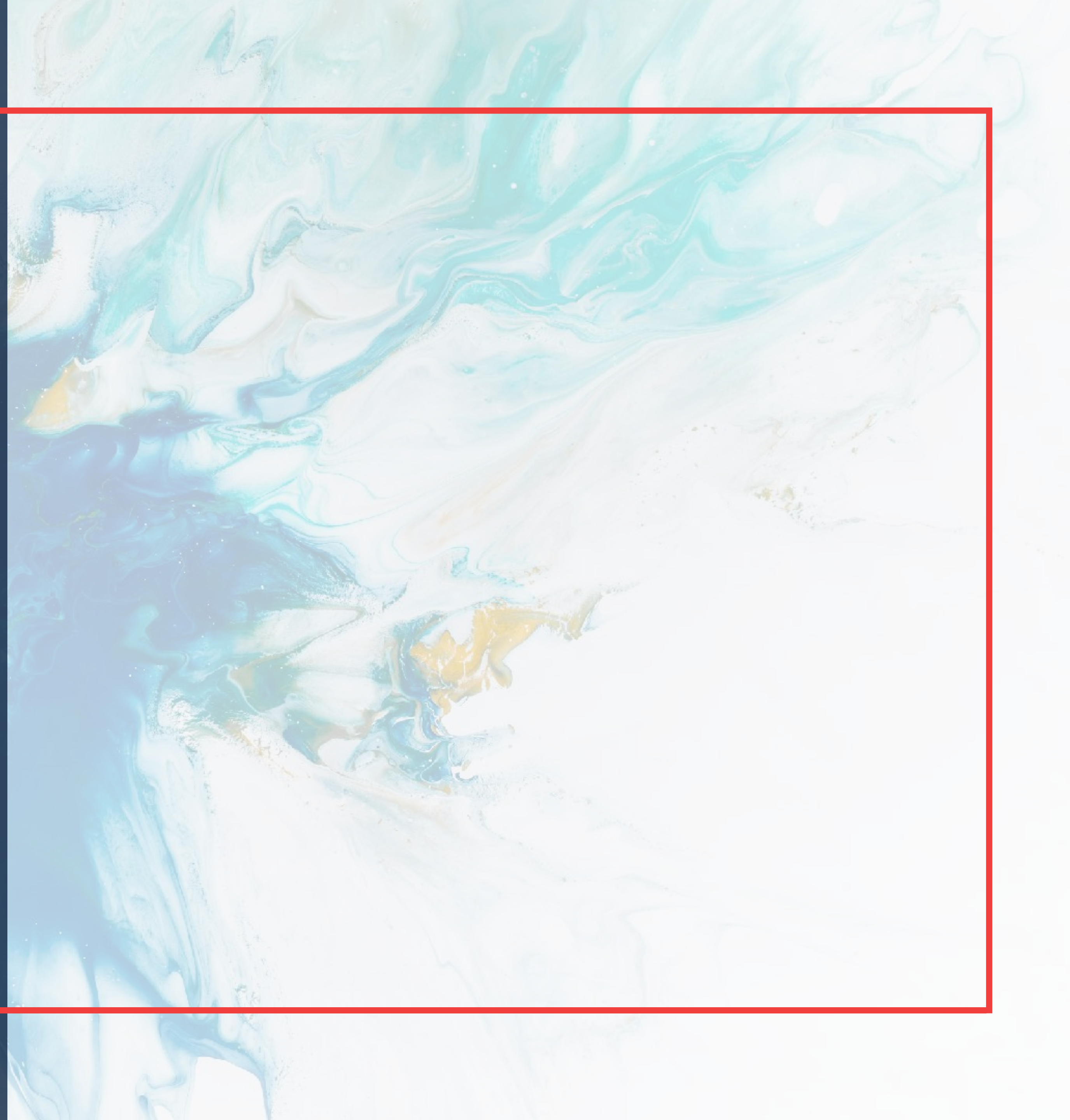




Fees

The cost of the training program depends on several factors, such as the topic of choice, the number of participants, the duration of the program, and the facilitators/trainers involved. Additionally, the complexity of the included activities and the customization of the content to meet the specific needs of the organization will be factored in.

Regarding logistics, the client company will cover the costs related to the training room and logistical infrastructure, as well as accommodation and meals for the trainer(s) and participants if the program takes place at external locations. These details are clearly set by mutual agreement to ensure transparency and efficient management of the resources involved.





Complete training package includes:

- **Initial consultations for content customization** – to adapt the topic and materials according to the client's specific requirements, ensuring the relevance and applicability of the training for the organization.
- **Customized training materials** – high-quality course materials (including printed and/or digital materials) that support the learning process and remain accessible to participants after the program's completion.
- **Support from expert trainers** – training sessions delivered by experienced trainers from ASCENT GROUP (or a team of trainers), ensuring an interactive and impactful delivery.
- **Post-training support for implementation** – maintaining contact with the client's team after the course concludes to assist in implementing the learned concepts and ensuring an effective integration of the new knowledge into daily activities.



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