



The
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Sheffield.

Open MBA Seminar

Where did all the money go?

MOTIVATING A WORKFORCE DURING A CRISIS

26 March 2014 at 06:30 pm

Hilton Hotel Bucharest, Regina Maria Hall

Speaker:

Dr Leslie Szamosi,

Senior Lecturer and Academic Director of the Executive MBA programme
The University of Sheffield International Faculty, CITY College

Seminar Overview

This seminar will focus on a series of motivation orientations that can help to 'buffer' the effect of less financial resources being available. Based on a consulting type approach undertaken in North America and tested in South-East Europe, a tool kit type approach to motivating a workforce during the current downturn will be presented. The focus will be on supporting people as the key motivation tool until 'tomorrow' comes!!!

2nd Session

Differentiating yourself in a crowded marketplace: The MBA Advantage.
(Insights from an AMBA assessor)

Who may attend: For middle and senior management & entrepreneurs.

The seminar will be followed by a short presentation of the Executive MBA and the MA in Marketing, Advertising and Public Relations programme in Bucharest!



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