



CAREGARDEN

Centro de alto rendimiento para empresas
High Efficiency Business Center

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Presentation

The High Efficiency Business Center CARE, is defined as a place where training and attitudes for the business development are transmitted through life experiences.

The training programs will be developed in two main areas, CARE GARDEN SOCIAL MEDIA and CARE GARDEN PSICOMOTIVATION.

The CARE GARDEN SOCIAL MEDIA is aimed to owners and managers of small and medium businesses, independent professionals, Marketing and Sales Directors, responsible for human resources and Entrepreneurs. We will offer workshops to train these professionals on the new technologies field, from the hand of the foremost experts in the management of social networking, contact management and integration 2.0, also offering networking sessions where practice the learned.

The CARE GARDEN PSICOMOTIVATION is based on a new technique of the psychology that uses tourism activities for create corporate events with a "second objective": motivation, teamwork, conflict resolution, presentation of products, collection of views, effective meetings, encourage innovation and creativity, stress management, etc., and through these techniques, the event becomes for the firm, an investment in education and training.

A team of company psychologists, technicians in Tourism and specialized Monitors design "custom programs" based on those activities with a clear intention to achieve this "second goal", in a practical, original and effective way.

¿What activities take place in the C.A.R.E.?

The CARE covers three basic objectives for organizations and companies:

1. Meeting Center:

- Conventions.
- Meetings.
- Presentation of Products.
- Incentives.
- Networking Events

2. Training Center with Monographic Courses

- Leadership
- Motivation
- Conflict Resolution
- Teambuilding
- Innovation and creativity
- Social Skills
- Management Skills
- Communication Techniques
- Sales Force
- Stress Control
- Self improvement
- Contact Management
- Management of Social Networks as sales tool
- Integration of Video in business communication
- Other Workshops and seminars

3. Out-Door Activities:

- Traditional Verbena
- Orientation and Paintball
- Gymkhanas
- Bandoleros
- Multisport
- Other

¿Who are potential customers?

The CARE is a response to a existing demand, so it is easy to define the Target or potential customers who we will direct the activities. These are:

- Groups from companies' trying to improve their business skills.
- Organizations and Institutions in the field of Education who have experienced these techniques and they are practicing it as a complement of their training offer.
- Government and private agencies requiring specialized life-skills training to adapt to a change in organizational culture.
- Any organization, association or group that seeks to improve internal communication and interpersonal relationships.
- Mergers and Enterprise Unions needed of immediate adaptation to new working conditions.

All programs include a final briefing with an industrial psychologist in order to realize the group the objectives of these days, where they discussed the experiences of each participant.

Also all programs include a psychologist's report with all information extracted along these days, which will be collected by the monitors, analyzed by the team of industrial psychologists and presented in a confidential report, if the responsible for the group ask for it.

The program include an after-sales service consistent in the study of the maintaining on the memory and also the analysis of the Cultural Change achieved and the work environment in the group after 6 months from the ending of the activity.

We've all heard that "the true value of a company is the Human Resources available, and we all understand and assent to this statement, but few are actually put into practice the training of the Human resources.

Leadership, motivation, teambuilding ... are terms that have been abused in recent decades. "If a single book of the writings to motivate, really was motivating, there wouldn't be many ..."

Social skills are the human qualities that allow us to interact with others in a positive way. Training these skills is possible, but traditional training is inadequate. The Psicomotivation and Training experiences are the perfect complement.

Assertiveness, nonverbal communication, stress management, managing adversity, are indispensable tools in the box of social skills that must handle the managers of the New Millennium. Self-assess and seek to overcome are the challenge of the winners.

Like so many other skills, can be learned and trained, not through traditional training, but through life experience and psicomotivation.

Below, we detail some of the programs that are performed in the CARE

Some examples of programs

Managing Stress: Walking with actors

Objectives: To identify stressors and stress symptoms, breathing techniques and muscle relaxation, Positive Control and Use of Stress, Physiologic Vaccination

It consists of a guided tour through the natural environment. During the trip will appear some characters that will propose to the walkers certain actions to facilitate the progress. These exercises will also help to teach healthy habits for both professional and private life.

Although the choice of characters depends on the profile and needs of the client, the following may serve as an example:

Bandoleros "Remove" Punishment ". - Ali Baba and his men appear suddenly to steal the" penalties "of pedestrians. They write anonymously their concerns and unsolved problems on a paper. Later, the papers will be used for find solutions from different points of view.

Wizard of the Air. - A strange wizard who teaches breathing techniques and relaxation exercises.

The "Jefeliz". - In the middle of nature a "Jefeliz" (Happy Head) has its "office" where invites walkers to sit and listen to their techniques for managing time, managing assertive, self-control and manage stress.

Merchant of "Sun". - This "opportunistic" sells solution bottled. They are the solutions the group has made from very different perspectives to the anonymous problems who bandits "remove" penalties had stolen.

Communication: The Company Day

Objectives: To create a positive attitude towards innovation and change, providing solutions from the point of view of the employee involving on the Objectives of the Organization, communicate ideas that endure over time

In any business, who truly knows the product or service being offered are those working directly with it: the employees. They are those who warn the mistakes made, they know the solutions, the possibilities for improvement, etc.. But not always is easy to get an idea to the High Direction of the company.

This activity is based on a unique celebration of the Company Day with “special effects “where actors will help the assistants to get involved in the show.

Groups will be made to share the activities planned by the team of Psychologists. This provides a Feed-back (solutions provided by the employees) very important for management and Interdepartmental Conflict answers.

At the same time, the Company Manager can communicate to the group their ideas and proposals (objectives to be achieved, congratulations, new changes, new products, etc..) taking advantage on the positive atmosphere that the show generates and guarantying greater retention in memory.

Collecting Feedback: Folk party

Objectives: Search for "Signs" and detection needs, seek the views of the Group, Internal Communication.

This program is performed in order to obtain reliable and valid information from participants, about the functioning of the company, while the inter-departmental links become stronger and facilitating understanding between the different members of the organization.

All this, making the expense of the traditional annual convention or business dinner, in an investment in Motivation, while vital information is obtained for the company.

The activity simulates a traditional festival with games, shops, musicians, etc... Participants are grouped into several teams (mixing different departments) to compete. A monitor will be responsible for extracting the information researched by key questions in a relaxed atmosphere.

Teamwork: Multisports in Nature

Objectives: Search for "Signs" and detection needs, Teambuilding and Effectiveness Team Training, Leadership and Motivation of Work Teams, Monitoring the Environment

The activity consists in locate and reach in the shortest possible time, certain places marked on a map and pass a series of tests (archery, river crossing, climbing, rappelling, etc.)

The members of each team should be organized to perform a "photo safari" and to collect samples that are able to identify (herbs, photography curious animals, fossils, berries, etc.).. The team will be marked for each of the samples submitted by its rarity and difficulty of obtaining and also for the photos obtained.

The prizes will be offered during the lunch to the winner team.

Management: The iron Sargeant

Objective: Making decisions in crisis situations, establish strategies and develop tactics, leadership and Motivation

In recent decades there has emerged a new technique of leadership training. The senior pupils to attend business management school go to the Marines from the U.S. Navy School for be trained on decision made under uncertainty and complexity.

The new market is increasingly competitive and leaves space only for the best. This is the reason why the training of senior managers and middle managers are every day harder in winning companies.

Respect for others is not incompatible with discipline. And in this concept lies this program, developed by militaries, business psychologists and specialized trainers.

The day begins in an open field where, after receiving the equipment, it is explained to the participants the foundation of discipline, camaraderie and teamwork to ensure success in each mission.

Then you simulate a war situation in which the participants, armed with compasses, maps, intercoms, etc, will have to establish a plan, to harangue his troops, go into action to achieve the goal (against the competence) making decisions in critical situations.

The day ends with a meal of "campaign" where experiences are discussed.

Innovation and Creativity: The Empire of Senses

Objectives: openness to change and new ideas, Promoting Innovation and Creativity, Developing Emotional Intelligence, Lateral Thinking Develop

What is creativity? It is best understood with an example: What would be the next number in this sequence: 2, 3, 10, and 12?

The training we have received leads us to use mathematical logic to seek a "numerical relationship between the numbers." What if we skip the standard and we seek a relationship "verbal"? Then we see that in the sequence are the first numbers that begin with "t" (two, three, ten, and twelve). The following is, without doubt, the thirteen. This is more specifically called Creativity and lateral thinking.

Following this principle has been developed this activity which, through eating the most exquisite dishes of Spanish popular culture, served in the most unusual places, diners feel transported to another world where the silly idea" can become the solution to a problem that apparently have no solution.

Behind there is a whole range of activities and games led by psychologists and specialized instructors in order to stimulate ideas (= creativity) and find a practical application (= innovation).

In this program have a place since known brainstorming or brainstorm, to the newest techniques IDEART or extracting ideas from the observation of a painting, through creative collage cutting and pasting photos or the popular contests "guess are you eating ... ".

For additional information on CARE's training offer, or if you wish to design a particular program you can contact with:

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