

TRAINING TO TAKE OVER THE STATIONMASTER'S POSITION: ATTITUDE AND EFFECTIVE COMMUNICATION



TARGET AUDIENCE

Station managers taking up their position.



GOALS

- Knowing the fundamentals of communication and adapting one's attitude to situations and audiences: clients, agents, authorities, media...
- Establish a communication strategy to deal with the media crisis and communicate effectively
- Know how to apply the procedure for managing disrupted situations and information management



PREREQUISITES

- Have held the position of Sales Manager
- Have some knowledge of oral communication (public speaking)



EDUCATIONAL MODALITIES

Situations, case studies, disturbed situation procedure, information processing procedure, ACT guide, role plays.



DURATION: 4,5 Days



PROGRAM

- Identify the expectations of customers in stations in normal and disrupted situations
- Know the fundamentals and tools of communication and identify the obstacles to effective communication
- Define operational management and differentiate between the operational and hierarchical role of the manager
- Define the disrupted situation and its impact on Quality of service and Customer satisfaction
- Take care of travelers in disrupted situations
- Know the information management system (tools, actors, procedure, information chain)
- Know the information chain (passenger information procedure in the station and on board the train)
- Identify the players involved in the care of travelers in disrupted situations (internal and external players)
- Identify the relational issues of the station manager in a disrupted situation (postures and attitudes induced)

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **Yes**