
Workshops

Employee training plays an essential role for your business. Benefits of a successful workshop are numerous and can be achieved in a targeted manner, but the common objective they all result in is the expansion of employee knowledge and understanding of responsibilities and the skills their job requires.

SEEBA offers you several solutions carefully designed to help your company improve the overall performance, satisfaction and employee morale. Whether you need advice or an intensive training, we offer you customized answers and support you in their implementation.

We recommend you to schedule a meeting with our experienced professionals to understand and identify your needs as well as find means of satisfying them.

Our service consists of blended learning and individual approach for each client, which means that you have complete flexibility in choosing or combining the workshop package based on your preferences. All workshops can be customized both in terms of their content and schedule. The most basic one lasts from four to eight hours, while we offer even a week long programs that increase your capacities to adopt new technologies and methods and enhance your company's reputation and profile.

01 Ideation

The first step towards problem solving is the ideation. There are hundreds of techniques that can be used to generate new ideas, although only properly chosen techniques bring adequate solutions. They have to match the needs of your ideation group, as well as their levels of creative productivity and experience. Achieved outcomes from this workshop will help you and your company to identify the right problem and eventually solve it. SEEBA offers you guidance throughout the entire process.

02 Corporate Culture

Creation of corporate culture is a timely process which has a great impact on your business performance. Small business usually means a small number of people which is why it is even more important to keep your team engaged and productive. The effort you put in needs to be consistent and structured so eventually it becomes a cultivator of habits and values that you want your team to adopt. Our workshop will produce the set of defined values and leadership principles for your organisation. . With our help you will be able to define and interpret your core values within and outside of your organisation.

03 Business Model Optimization

Successful businesses constantly work on their improvement. Environmental factors are always changing hence requiring the adaptation and quality responsiveness. Your business model is the heart of your business and therefore it needs to be periodically reviewed and optimized. The better it is designed, the better your business results will be. Our experience and resources allows us to teach you how to innovate your business and maximize the results. The outcome of this workshop will be a business model canvas, blueprint of your optimised business model.

04 Digitalisation

You have probably heard a thousand times so far that the future is digital, but what many companies tend to miss out is that the future is now. Therefore, we have designed a special workshop to help you identify your current position in it. It is important to know which resources you dispose of and how your future mode operation can look like. We introduce you to new technologies and offer our tools and support in making the step forward and improving your performance.

05 Internationalisation

Mainly all SMEs start and operate their business locally. As your business grows over time, the opportunity for expansion increases and you probably already might have thought of introducing it elsewhere. What is important to understand is that the process of internationalisation is not an easy task. You need to recognise the challenges and choose the proper strategy for approaching the new market. Lack of experience can have you fail to identify the needs and habits of your new potential customers, so we have prepared a set of actions your company should take into consideration before crossing that border. During our workshop we will lead you through those actions step by step and help you have a successful entrance to the desired market.

06 Go To Market Strategy

Whether you are launching a new product to the existing market or introducing an existing product to the new audience, you have to develop a roadmap that will ensure its success. We teach you how to make your product fit to market, identify and understand your target audience, competition and the demand, as well as to determine which channels are of best use to distribute your product or service.

The Big Picture

Years of experience in working with SMEs helped us understand your needs. Hence we have learned how to address those needs and support you in your growth. SEEBA works as a booster for your business, introducing the new energy, innovations and improvements to your working environment. Workshop results will be significant inputs for the journey ahead of you and we are here to remind you that you don't have to take that journey alone.

Closing the gap between **business** and **technology**



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