

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Developing Team Creativity and Initiative

Looking for an approach to managing ideas? Unsure how to free up your team's potential? Want to tap into this source of talent?

Surveys show that 80% of company ideas come from teams working in the field who are in contact with clients, suppliers and partners. These front-facing team members are in a position to identify problems, find solutions and suggest new ways of obtaining sustainable growth. Managers who succeed in today's age of knowledge and complexity have gained the know-how to leverage this incredible resource.

In this course, developed in conjunction with Isaac Getz, professor at the ESCP–EAP (School of Management for Europe), associate professor at Stanford University and one of the world's leading specialists in innovation and creativity, you will discover how to set up a framework for encouraging ideas, much like those for cutting costs or managing quality.

How You Will Benefit

- Encourage the emergence of ideas and implement them to increase your team's performance
- Enhance your team's ability to be self-directed
- Become a facilitator who enables others to develop their potential
- Manage ideas as a way to leverage motivation
- Save time and free up more energy
- Increase your team's self-sufficiency, adaptability and ability to react quickly
- Unleash your team's potential for innovation