

## CUSTOM SOLUTIONS BY ACE

ACE offers you an innovative total-solutions approach to training and employment and training Northern Iraq. We provide our professional training services on-site at your location and at our ACE facility in Erbil, Iraq. Whether you or your organization needs help in finding a job, building specific skills, seeking out strong employees, or building the capacity of your team to deliver better results, you can count on us to provide tailored approaches to your concerns. ACE's training modules are always informed by participant needs assessments, which help to ensure that our trainings meet your specific individual or organizational needs. Rely on us to develop custom solutions for your organization in areas including:

- **ORGANIZATIONAL DEVELOPMENT TRAINING**
- **NON-PROFIT AND GOVERNMENT SECTOR TRAINING**
- **BUSINESS SECTOR TRAINING**
- **FINANCIAL TRAINING**
- **PERSONAL DEVELOPMENT TRAINING**
- **JOB SEEKERS TRAINING**
- **VOCATIONAL TRAINING AND MENTORSHIP**

## Innovative solutions for training and employment

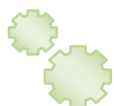
### Achievement, Community, Employment

The **Ainkawa Center for Employment (ACE)** was established in July 2008 by the International Solutions Group, to address capacity and unemployment issues in Erbil, Iraq. ACE **empowers job-seekers** with necessary tools to successfully seek out and gain employment; it then **links these jobseekers with customized on the job mentorship opportunities and employers**. ACE provides ongoing, free and fee-based **training sessions** on diverse skill sets, from basic job-seeking skills to technical and vocational aptitudes. ACE's digital database serves as a matching tool for both jobseekers and employers. ACE operates with an open-door policy, which allows for individuals from all ethnic and social backgrounds to come together to participate in educational events and pursue job leads regardless of their status, origin or political affiliation.

ACE's team of professionals offers a diverse and rich set of experience to clients. ACE provides **professionally designed, tailor-made technical and capacity building solutions** for non-profits, private and public sector as well as directly, to local communities.

We encourage you to take advantage of the valuable services ACE has to offer you or your organization, including rental of our facilities and use of our resources.

*ACE is a counterpart of the International Solutions Group (ISG). ISG implements innovation. Our staff specializes in helping individuals, business, governments and organizations work effectively in the world's most challenging environments.*



## ACE's Training Catalogue

### International Development

MONITORING AND EVALUATION	TRAINING SKILLS
<p><b>Course Description</b></p> <p>Monitoring and Evaluation (M&amp;E) has become an integral part of the development field. M&amp;E considerations are required in almost all proposals funded by international donors, they are an ongoing part of all development projects, and final evaluations can be very complex and difficult without grasping the components, procedures, and logical flow of M&amp;E. ISG's introduction to M&amp;E will ground you in the foundational knowledge you need to incorporate M&amp;E in your everyday work.</p> <p><b>This course will cover the following topics:</b></p> <ul style="list-style-type: none"> <li>• M&amp;E Basics</li> <li>• Success Indicators</li> <li>• Verification Measures</li> <li>• Evaluation Design</li> <li>• M&amp;E Reporting</li> </ul>	<p><b>Course Description</b></p> <p>In a field where training is a crucial aspect of numerous programs, effective ability to train is a crucial aspect of your organization's human talent. Effective trainers can effectively build and customize training programs and agendas, deliver concepts to trainees in interactive and engaging ways, and they understand the nuances and challenges of training individuals from diverse cultural, economic, and educational backgrounds.</p> <p><b>This course will cover the following topics:</b></p> <ul style="list-style-type: none"> <li>• Training cycle</li> <li>• Training competencies</li> <li>• Strengthening facilitation skills</li> <li>• Special considerations in adult learning</li> </ul>
PROPOSAL WRITING	REPORT WRITING
<p><b>Course Description</b></p> <p>Proposal writing knowledge is useful in every sector of work, and particularly in international development. In the non-profit sector proposal writing is especially important in order to obtain donors and projects. This training course will help prospective employees understand the structure of a proposal, how to articulate the project life cycle, and the skills to write a clear and effective proposal.</p> <p><b>The session will cover the following topics:</b></p> <ul style="list-style-type: none"> <li>• Project life cycle</li> <li>• Proposal structure</li> <li>• Proposal drafting and submitting simulation</li> <li>• Budget proposal outlines</li> <li>• Proposal summary writing</li> </ul>	<p><b>Course Description</b></p> <p>Report writing is a valuable skill for the development arena during numerous points in any given project. It is also an essential skill for any competitive applicant in today's job market. Since no standard form is available, it is often difficult to develop a logical arrangement to clearly present facts and ideas. This training course will focus on principles of composition and rhetoric to train inexperienced writers in the art of practical report writing.</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Write a professional report that contains the correct structural elements</li> <li>• Deliver professional and clear presentations also using PowerPoint</li> </ul>

## ACE's Training Catalogue Management & Leadership

<b>LEADERSHIP TRAINING</b>	<b>MANAGEMENT TRAINING</b>
<p><b>Course Description</b></p> <p>Leadership is the influence of others to accomplish an objective. Leadership is distinct from management, which concentrates on doing work efficiently. Leaders take a broader view, ensuring that the organization is doing the right work to achieve its goals and that the people who are doing that work have the ability and motivation to do it. This course will teach the basics of leadership and the different types of leaders.</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Identify a leadership style</li> <li>• Develop and motivate effective teams</li> <li>• Develop and influence external networks</li> <li>• Conduct performance evaluations</li> </ul>	<p><b>Course Description</b></p> <p>Management is planning, organizing, and coordinating activities. This includes identifying goals, objectives, methods, resources needed to carry out work, responsibilities, and dates for completion of tasks. It also includes leading meetings and ensuring that people collaborate with each other.</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Prioritize work and effectively manage time</li> <li>• Develop and maintain a work plan</li> <li>• Problem solve</li> <li>• Lead meetings</li> </ul>
<b>COMMUNICATION SKILLS</b>	<b>PROJECT MANAGEMENT</b>
<p><b>Course Description</b></p> <p>Strong communication is essential if you want to maintain healthy relationships, have difficult conversations with others, or manage a team effectively. The key to developing your skills is to know the most important tools and practice!</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Identify and practice good communication skills (including active listening)</li> <li>• Prepare for different types of communication</li> <li>• Learn the important skills needed to have difficult conversations</li> </ul>	<p><b>Course Description</b></p> <p>A strong Project Manager will have a collection of essential management skills, methods, tools and competencies for success. Creating a project management strategy is the first thing you should do when undertaking any kind of project. Often project planning is ignored in favor of getting on with the work. However, many people fail to realize the value of a project planning in saving time, money and many problems.</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Plan and strategize around a project lifecycle</li> <li>• Properly use Logical Framework Analysis tools</li> <li>• Learn the important skills needed to supervise projects and project teams</li> </ul>

## Business Skills

MARKETING	BOOKKEEPING
<p><b>Course Description</b></p> <p>Marketing is an important part of any organization. You may have the best product available, but what if no-one wants to buy it? If business is all about people and money and the art of persuading them to spend it; then marketing is all about finding the right people to persuade.</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Understand the concept and purpose of marketing</li> <li>• Understand the need for well defined goals &amp; objectives using the SMART formula</li> <li>• Write a mission statement</li> <li>• Research all of the 6 P's in the Marketing Mix</li> <li>• Write a comprehensive Marketing Plan</li> <li>• Understand all the components and need for a Marketing Plan</li> <li>• Have a clear marketing strategy</li> </ul>	<p><b>Course Description</b></p> <p>Without successful sales in a business, there is no business. This course will cover all the techniques necessary to take a sales professional from the moment a customer steps into the store to a successful end result of a sale.</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Know why selling is important</li> <li>• Welcome &amp; approach a customer in your store</li> <li>• Identify your customer's needs</li> <li>• Use various questioning techniques</li> <li>• Actively listen</li> <li>• Understand your products features &amp; benefits</li> <li>• Handle Objections</li> <li>• Confidently add-on sales</li> <li>• Close the sale</li> <li>• Package the product &amp; send off the customer</li> </ul>
RETAIL SALES	CUSTOMER SERVICE
<p><b>Course Description</b></p> <p>Bookkeeping is the process of recording and classifying business financial transactions. The objective of bookkeeping's is to record and maintain the financial activities of an organization or business into a usable form that provides useful financial information.</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Understand the concept of bookkeeping</li> <li>• Know the reasons as to why bookkeeping is important for a business or organization</li> <li>• Become familiar with common bookkeeping terms</li> <li>• Set up a simple bookkeeping system</li> <li>• Plan a budget</li> </ul>	<p><b>Course Description</b></p> <p>Customer Service is an integral part of any organisation. This module shows trainees the importance of a satisfied customer, the value to your business of a strong customer service reputation, and how your business will grow if all employees execute properly.</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Understand what customer service is and how it is important to your organization</li> <li>• Identify who your customers are</li> <li>• Have good telephone techniques</li> <li>• Actively listen</li> <li>• Use different questioning techniques</li> <li>• Handle difficult customers</li> </ul>

<b>CV BUILDING</b>	<b>COVER LETTER WRITING</b>
<p><b>Course Description</b></p> <p>A CV is an essential tool every job seeker should have and along with a customized cover letter provides the complete tools for a job application. Your CV, along with your cover letter, will determine whether or not you are invited for an interview. Your CV must accurately highlight your most impressive skills and achievements and should be tailored to the position you are targeting. This course is designed to help participants develop the necessary skills to build a CV. Training sessions are open to everyone regardless of previous experience, gender or age.</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Produce a professional CV</li> <li>• Customize your CV for different positions and locations</li> <li>• Revise your CV for future positions</li> <li>• Develop your career narrative</li> </ul>	<p><b>Course Description</b></p> <p>Once you have a strong CV, the next step in your job application process is to write an effective cover letter – your first impression with a potential employer. It is your opportunity to demonstrate that there is a strong match between your skills and qualifications and an employer’s job requirements. It should always accompany your CV, and should emphasize your ability to communicate and articulate your ideas, why the employer would benefit by hiring you, and encourage an employer to invite you for an interview.</p> <p><b>This course will enable participants to:</b></p> <p>Write a cover letter that is</p> <ul style="list-style-type: none"> <li>• Tone-appropriate</li> <li>• Has all the correct structural elements</li> <li>• Professional</li> </ul>
<b>INTERVIEW TECHNIQUES</b>	<b>PROFESSIONAL CORRESPONDENCE</b>
<p><b>Course Description</b></p> <p>In this module, we cover the techniques that will enable you to make a positive impression during an interview. Even if your CV and cover letter got you the interview, performing poorly in the interview itself will almost always guarantee not getting the job.</p> <p>This course is designed to prepare participants for job interviews for jobs in all types of fields or sectors.</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Understand the importance of an interview in the job application process</li> <li>• Review different types of interviews</li> <li>• Learn the important steps in the interview process</li> </ul>	<p><b>Course Description</b></p> <p>The Professional Correspondence course intends to provide participants with basic office essentials. Participants will learn how to write professional, corporate correspondence, emails and memos as well as learn about different types and styles of correspondence; informal or formal.</p> <p><b>This course will enable participants to:</b></p> <ul style="list-style-type: none"> <li>• Identify appropriate methods of communication for different situations.</li> <li>• Clearly define the goal of the correspondence and accurately assess how the recipient will react.</li> <li>• Draft professional correspondence and responses with minimum effort</li> </ul>