



**THE UNITED REPUBLIC OF TANZANIA**  
**INSTITUTE OF ACCOUNTANCY ARUSHA**



**SHORT COURSE ANNOUNCEMENT**  
**ON**  
**LEADERSHIP AND CUSTOMER CARE DEVELOPMENT PROGRAMME FOR**  
**HEALTHCARE PRACTITIONERS**

**(22<sup>nd</sup> JULY – 02<sup>nd</sup> AUGUST 2019 and 05<sup>th</sup> – 16<sup>th</sup> AUGUST 2019 - IAA Arusha Campus, Arusha)**

**1.0 COURSE BACKGROUND**

Leadership and customer care are important functions which help to maximize efficiency and achieve organizational goals. This course provides the opportunity to explore the core skills and techniques crucial to effective leadership and improve customer satisfaction specifically for health sector. It will ensure that you take your personal leadership style and competencies to new levels of success. The course is designed for healthcare practitioners who wish to find their own voice and deepen their leadership and management expertise

**2.0 STATEMENT OF LEARNING OUTCOMES**

By the end of the program, participants will be able to:

- a) Apply key principles of Management and leadership in globalized world
- b) Apply strategies for engaging and motivating others to maximize team performance
- c) Develop effective performance management system in health sector
- d) Handling complaints and customer relations
- e) Develop high trust work relationship
- f) Design a conflict management and resolution strategies and
- g) Plan and Conduct effective meetings
- h) Understand the benefits of excellent customer service in a healthcare settings,
- i) Understand the nature of the service industry,
- j) Understand the power of First Impressions and Feedback,
- k) Building Caring Relationships for patients and family,
- l) Apply Positive Communication Techniques,
- m) Understand the important Qualities of the Customer Care,
- n) Exceeding customer expectations and Staying Engaged and
- o) Handling difficulty customers

### 3.0 WHO SHOULD ATTEND?

The course is intended for Laboratory technicians/Assistants, Nurses, Midwives, Pharmacist, Clinical officers, receptionist, Heads of Department/sections, Administrators, mentors, Supervisors and any other interested person specifically from Health sector.

### 4.0 METHODOLOGY

The course will be conducted through lectures, discussions, case studies analysis. Participants will be offered an opportunity to refocus, refresh and rededicate.

### 5.0 FEES & MODE OF PAYMENT:

The fee for the course is **TZS 1,800,000/=** (say **One Million Eight Hundred Thousand only**) to cover for training material, tea, lunch & **study tour to one of the National Parks in Arusha**. Participants will have to arrange for their own travel, accommodation and upkeep while attending the course in Arusha. Payment may be in cash, cheques or TISS paid directly to our **Bank Account No. 014103007130 in the name of Institute of Accountancy Arusha, NBC, Arusha Branch**. **Early registration is highly encouraged and appreciated.**

### 6.0 DATE, DURATION AND VENUE:

This course will be conducted from **22<sup>nd</sup> JULY – 02<sup>nd</sup> AUGUST 2019** and **05<sup>th</sup> – 16<sup>th</sup> AUGUST 2019** at the Institute of Accountancy Arusha, located at Njiro Hill-Arusha.

### 7.0 CONTACT PERSONS

For more details please don't hesitate to contact any of the following:

#### Course Director

Mr. Elia. F. Mbise      E-mail: [embise@iaa.ac.tz](mailto:embise@iaa.ac.tz) and [elia.mbise@yahoo.com](mailto:elia.mbise@yahoo.com)  
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#### Head of Department – Consultancy & Executive Development

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#### Course Administrator

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#### APPLY TO:

The Rector  
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#### Arusha

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