



President's Programme

Introduction

The Netherlands President's Programme aims to support the Russian Presidential Management Training Initiative. It is a joint effort of the government and business community of the Netherlands to provide young Russian managers with an increased understanding of management and, at the same time, to strengthen their skills to successfully develop economic relations with Dutch partners. The Agency for International Business and Cooperation EVD is in charge of the organisation and implementation of the programme. The programme offers a combination of training by Dutch business schools and a practical assignment in a Dutch company. In the framework of this programme, more than 250 Russian trainees were trained in the Netherlands over the past seven years.

Outline of the programme

The programme consists of five phases:

1. Pre-selection
2. Basic training and second selection programme of 1 week in Russia
3. Further training of 10 days in the Netherlands and final selection
4. Practical assignment of 3 weeks in a Dutch company
5. Final 2 days of feedback and assessment

1. Pre-selection

Candidates can apply for participation by sending an e-mail with application package (see § 'How to apply') to the Programme Advisor.

After review and approval of the application set, candidates will receive a telephone call for a selection interview. This interview will be conducted in English and will take about half an hour. If necessary, candidates are invited for a pre-selection meeting in Moscow.

The availability of a practical assignment in a Dutch company determines which candidates will be pre-selected to participate in the basic training programme in Russia.

As one of the aims of the programme is to foster economic relations between Russia and the Netherlands, candidates with business relations in the Netherlands have a good chance of getting selected. This is especially so, if the Dutch business relation is willing to offer the candidate an internship.

Two till four weeks prior to the start of the basic training programme in Russia, candidates will be informed whether they have been selected or not.

2. Basic training programme

This part of the programme takes one week and will be staged at a business school in Russia. The programme will focus on the improvement and elaboration of personal skills, like entrepreneurial behaviour, creativity, effective presentations, etc.



During the basic training programme in Russia the final selection will take place of participants for the further training programme in the Netherlands. Criteria for selection include the command of English and active participation during classes. The selected trainees will travel to the Netherlands within 4 to 8 weeks after the initial week of training.

3. Further training in the Netherlands

This part of the programme takes 10 days and will be staged in the NH hotel Beatrixkwartier in The Hague. The training will focus on business development and consists out of Western business practices in subjects as project management, human resource management, marketing & sales, financial management, etc.

Special attention will be paid to cross-cultural understanding, with an emphasis on traditions and customs in the Netherlands (business) community in order to prepare the Russian trainees for their practical assignment in a Dutch company.

4. Practical assignment in a Dutch company

This part of the programme can best be characterised as “how does theory work in practice”.

The Dutch companies, who support the programme, offer a tailor-made traineeship taking into account the specific needs of the company and the personal goals of the trainee.

Usually the traineeship involves a task, which focuses on the improvement of the performance of (parts of) the company. This way of working will give the Russian trainees an insight and overview of a Dutch company's ins and outs, as well as its way of working. It helps to discover the key parameters for success for the business under consideration. It will encourage trainees to make recommendations for change and improvement in the host company, as well as in the home companies.

The Dutch companies are asked to nominate a coach, who will support and guide the trainees during their practical assignment. EVD will monitor the achievements of the trainees.

5. Two days of feedback and assessment

After three weeks of practical assignment, the trainees return for a two days feedback and assessment session. In this period, the results of the practical assignments will be presented and discussed. The trainees will present their plans for practical application of learning points and will make suggestions for potential follow-up actions between Netherlands and Russian companies. These final two days are concluded with assessment of training and practical assignment. A closing ceremony will end the programme.

Profile of trainees

Trainees are preferably between 28 and 35 years old. They have graduated from a university or a college of advanced technology and have at least 3-5 years work experience. Some experience in coaching people and/or managing projects will be an asset. A good command of English, in writing, speaking and understanding, is an absolute must. Last but not least, the trainees are supposed to be eager to learn and further develop their management capabilities.

Dutch companies may recommend trainees for selection, if they fit the above-mentioned profile and do not already work for the company involved.

Further criteria for success are:

- Active participation in the training.
- A company assignment that results in useful recommendations for the relevant business(es) and which shows that trainees are able to use the knowledge and skills obtained during the training.



- A realistic, yet ambitious action plan for applying the learning points in the work situation in Russia and for further personal development.

Trainees who successfully complete the programme will receive a certificate from the EVD Agency for International Business and Cooperation.

Teachers and trainers

The training of the Russian management trainees will be a co-operation between EVD and business schools in Russia and the Netherlands. Seasoned professionals, drawn from several leading business schools, will give lectures and training.

Financial arrangements

There are no (direct) costs involved for the trainees. Full board and lodging will be provided for during the programme. During the first week, the business schools in Russia will locate the trainees. During the further training programme in the Netherlands, including the final 2 days of feedback and assessment, trainees will be hosted by EVD. During the practical assignment, the Dutch companies involved will provide housing and meals. More details will be given before the trainees go to the Dutch companies for their practical assignment.

The only cost involved for the trainees is personal spending money during the programme. Insurance will be provided through the programme.

Schedule

There are two training programmes per year. The first week of training and selection of group 15 took place in St. Petersburg from March 12 till March 18. The further training programme in the Netherlands took place from April 30 till June 3. Group 16 starts with a first week of training and selection in Moscow, which takes place from September 24 till September 30. From November 5 till December 9, the further training programme in the Netherlands takes place.

How to apply

In order to get registered as a possible candidate for rounds of the Netherlands President's Programme, you need to apply by sending an e-mail stating your interest. The e-mail should include a completely filled in questionnaire. If you studied under the Russian Presidential Management Training Initiative, the application package should also include your form 5A.

Further information

For further information about the Netherlands President's Programme, please contact:

EVD Agency for International Business & Cooperation

Mrs Jorunn Hakkaart MA / Mrs Jolanda Bruyn

Programme Advisor

P.O. Box 20501

2500 EC The Hague

The Netherlands

tel. +31 (0)70 778 8137

fax +31 (0)70 335 29 62

e-mail: hakkaart@evd.nl

internet: www.cross-agency.nl

