

Monitorujemy
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obserwatorium
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Management Observatory Foundation

organization profile

www.obserwatorium.pl



Fundacja Obserwatorium Zarządzania

About MOF

The mission of the Management Observatory Foundation is to create a "think tank" dealing with the problem of economic education of society and business

The aim of MOF's work is to:

- ✓ promote innovation, entrepreneurship and arts management
- ✓ **disseminate of good practices in business**
- ✓ increase the participation and importance of Poland in creating a modern and competitive economy in the European Union and the world
- ✓ **promote the exchange of experiences and cooperation in the managerial environment**
- ✓ increase the professional qualifications of Polish managers
- ✓ **develope management standards and certification systems**
- ✓ promote professionalism and ethics of managers

Scope of work

MOF's aims are being implemented through:

- ✓ **conducting and promoting research, analysis and certification programs**
- ✓ **analysis and monitoring of the knowledge market in the world**
- ✓ participation in the work of public bodies concerning the field of modern economics, labor, entrepreneurship and related fields
- ✓ **international cooperation and transfer of experiences** from the world's leading actors in the management
- ✓ cooperation with other companies providing professional services based on knowledge networking, partnerships and clusters
- ✓ **organizing or funding** for conferences, seminars, meetings, congresses, courses, workshops, competitions, scholarships or other events related to the objectives of the Foundation



MOF's co-operation

The Management Observatory Foundation cooperates with:

- ✓ **60** experts on a regular basis
- ✓ nearly **100** experts temporarily

in relation to **several dozen projects** carried out with the use of both the EU funds and commercial funds.

Prestigious projects, high quality of services, hundreds of satisfied clients and currently implemented development strategy until 2020 are the main competitive advantages of the Foundation

MOF in numbers in 2010:

- 700 000** – the number of viewers of the websites,
- 30 000** – the number of questionnaires collected by the Research Department,
- 5000** – the number of persons participating in trainings and conferences,
- 1400** – the number of companies taking advantage of the advisory support provided by the Management Observatory Foundation,
- 100** – the number of quality certificates issued by the Foundation
- 7** – the number of EU projects currently conducted by MOF for the amount of aprox. **6 mln Euro**



International cooperation



MOF represents international organisations affiliating professionals from the field of training and advisory services. These include:

- ✓ the American Society for Training and Development (ASTD)
- ✓ International Federation of Training and Development (IFTDO)



MOF cooperates with numerous partner offices from all over the world, which gives an opportunity to transfer successful solutions from abroad

MOF's certification centre

The **Certification Centre** singles out the best companies as the laureates of prestigious countrywide certification programmes:



- ✓ **Human Capital Investor** (<http://www.inwestorwkapitalludzki.pl/>)
Certification Programme honouring companies conducting human resources policy at the highest professional level. Awarded companies and institutions gain the title and emblem of the Human Capital Investor, which can be used for a period of 12 months.
- ✓ **Customer-friendly Company** (<http://www.firmaprzyjaznaklientowi.pl/>)
is a programme aimed at companies, institutions and branches operating on Polish territory, which have a responsible view on developing strategies and powers of employees in customer service.



MOF's certification centre



uzyteczn@strona

- ✓ **Usable Website** (<http://www.uzytecznastrona.pl/>)
Certification Programme developed by the greatest specialists in the usability of websites. It investigates and advises how and what to change concerning website's design and a usable site will be honoured with a prestigious Certificate accredited by the Association of Web Industry Employees IAB Poland.
- ✓ **The Great Place to Work** (<http://www.greatplacetowork.pl/>)
The aim of the Programme is to assist organizations in better understanding and implementation of behaviors that build a great place to work.



Consultancy Projects



✓ **Catalyser of Investition**

The overall objective of the project is to strengthen the capacity of the Management Observatory Foundation through the preparation and implementation of the project during the four pro-innovative package of services to 150 companies from the SME sector.



✓ **Catalyser of Innovation**

The overall objective of the project is the preparation and implementation of the package of pro-innovation services, which aims to facilitate entrepreneurs throughout the country access to comprehensive, high quality business services necessary from the business innovation point of view.

Projects



✓ **Finansuj.pl** (www.finansuj.pl)

The overall objective of the project is to raise awareness of entrepreneurs in the area of capital investment, receiving external financing and integration of the potential private investors for a group of micro and small enterprises through the establishment and functioning of vortal finansuj.pl.



✓ **Fruits of Business** (www.owocebiznesu.pl) (*ended in December*)

The aim of the project is to educate and inform entrepreneurs in the area of capital investment and receiving external financing and integration of the potential institutional and private investors.

Projects

Leonardo da Vinci Programme projects:

✓ **WebQuest for Human Resources Management**

✓ **Knowledge Pills Methodology (LdV ToI)**

The main objective of the project is the Transfer of Knowledge Pills Methodology (KPM) to SMEs. Implementation of the methodology allows for effective use and dissemination of knowledge in the company.

✓ **How To Webcast (LdV ToI) www.webcasttolearn.com**

The aim of the project How to Webcast - new media use in the efficient learning processes is the preparation, testing and promotion of a coherent methodology for training with the use of webcast distance technology(Webcast Training Methodology (WTM)).



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Projects



✓ MEDEA2020 (LdV ToI)

The aim of the project is dissemination and exploitation of existing knowledge and experience in the use of media in education and teaching in Europe. It is a response to the growing demand of society for a more useful and attractive teaching methods through the use of information and communication technologies, particularly the media.

Training projects



✓ **Professional Manager of E-business**

Professional Certification Program is a project that presents the whole issue of Internet marketing and business management in the network. The project is financed by the European Union under the Operational Program Human Capital Human Capital 2.1.1



✓ **Professional Manager of Trainings**

(<http://szkolenia.profesjonalnymenedzer.pl>)

The aim of the Programme is to improve the competence and professionalism of the vocational environment of specialists responsible for the effective implementation of training development processes in Poland