

# Effective Site Management – A two-day course

It is not a simple job for Clinical Research Associates to monitor and manage investigational sites. CRA's need – besides "technical knowledge" - to have special skills, which they can use to manage the site in order to ensure that the site staff do things that have to be done. This 2-days course has been set up to develop these skills. In this course, four areas are covered which impact on communication with site staff and the management of the site in order to optimal site performance.

## Description

### Topics

- Communication with investigators
- Motivation and behaviour
- Negotiation and how to prevent misunderstandings and conflicts
- Leadership styles

### Objectives

- To be able to recognize communication pitfalls for yourself and others:
  - To be able to use a result-oriented communication model
- Insight in the motivation process;
  - Insight in your own strengths and weaknesses
- Insight in negotiation and in how to handle conflicts
- Make participants aware that there are more leadership styles, than your own preferred style;
  - To be able to leave your own style, if this style should not be effective

### Contents

- Communication
  - Exercises to make pitfalls visible
  - Tools and techniques
  - Result-oriented communication model, how to ask questions, giving feedback and act assertive
- Introduction to motivation
  - Herzberg case
  - Introduction on the Porter theory
  - Exercises
- Negotiation
  - Introduction to the Harvard method
  - Negotiation exercises
- Introduction on how to manage (the site) and leadership styles
  - Leadership style test
  - Exercises
  - Flexibility test

### **Target group**

Clinical Research Associates and Clinical Research Managers

### **Course leader**

- Theo van Delft, Quality Assurance Manager and Adviser

### **Cost**

The cost for the course is EURO 1100 + VAT when applying one month prior to the date of the course. An application after that date costs EURO 1300 + VAT. The price includes morning and afternoon coffee as well as lunch.

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