

# Successful Management for Business Achievement The 5 Day MBA

## INTRODUCTION

- In today's highly competitive and challenging environment, it is critical to have the essential skills needed to be successful as a manager or leader. This 5-Day MBA will focus on key competencies for success in any type of organisation. This exciting and innovative training course will introduce you to the key leadership and management topics that you may study in a formal MBA Programme.
- This training course is designed to equip you with the essential knowledge and confidence to lead and manage in a fast moving and complex business environment. While this course does not provide participants with a formal qualification, it does introduce participants to key areas that would be covered in a formal MBA Programme and would be an ideal introduction for those considering an MBA course.

This training course will highlight:

- Leadership and management essentials
- Effective decision-making skills
- Business strategy and creating a business model
- Marketing essentials and influence psychology
- Cross-Cultural communication skills

## OBJECTIVES

At the end of this training course, you will learn to:

- List important concepts, and proven strategies taught as part of a formal MBA program
- Describe the essential ingredients of personal, management and business success
- Outline the latest thinking in management and leadership
- Understand strategy and the development of business models
- Describe methods for effective decision-making
- Demonstrate cross-cultural communication skills

## TRAINING METHODOLOGY

- This training course will utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes stimulating presentations supporting each of the topics together with interactive trainer lead sessions of discussion.
- There will also be many practical sessions where participants can practice and experience course-related activities. Practical exercises, case studies, short video presentations, small group work and feedback will be used to facilitate learning.

## ORGANISATIONAL IMPACT

- Ensures that attendees are appraised of current management thinking and its application
- Provision of practical methodologies that can help improve results from all resources
- Appreciate current issues in international business related to managing and leading
- Awareness of how to use effective decision-making tools
- Staff who appreciate the importance of on-going learning and development
- Improved engagement with all stakeholders

## PERSONAL IMPACT

- Appreciation of the essential ingredients of personal, management and business success
- Understand the leader's role in today's increasingly difficult business environment
- Learn vital business topics, concepts and proven strategies taught as part of an MBA program
- Apply the concepts, tools, techniques and knowledge to gain benefit for you and your organisation
- Be aware of the challenges facing an organisation seeking to achieve excellence
- Develop practical and transferable skills

## WHO SHOULD ATTEND?

- All Supervisors, Middle Managers, Department Heads and Senior Managers
- Engineers and other Technical Professionals moving into management positions
- Human Resource (HR) Professionals including HR Business Partners
- Non-business Professionals who need a wider understanding of leadership and management principles
- All Professionals whose task it is to create or implement strategy who have not undertaken a formal MBA program
- Those considering a formal MBA course
- Anyone who are likely to take up managerial positions in the future
- Professionals who would like a refresher course in MBA type topics and want to be familiar with current thinking about running an organization

## Course Outline

### Leadership and Management Essentials

- Management and Leadership - Are they different?
- Essential Concepts of Leadership Theory that All Managers Need to Know
- The Transformational Leader
- Understanding Your Personal Management Style
- Future Leaders – Generation 'X' and 'Y'

### Understanding Business Strategy & Business Models

- Understanding Strategy
- Vision & Mission Statements
- Creating a Business Model Using the Business Model Canvas
- Strategic Planning Tools
- Strategic Analysis Using Pestle; Five Forces & Swot Analysis

### Decision-Making and Problem Solving

- An Introduction to Decision-making & Problem Solving
- The Decision-making Process
- The Six-step Problem Solving Technique
- Tools for Making Decisions (PMI, Crawford slop, 5 why's, brainstorming)
- Avoiding Groupthink

### Cross-Cultural Communication Skills

- Understanding the Psychology of Communication
- Removing the Barriers to Communication
- Dimensions of Culture: Value Dimensions
- Cross-cultural Communication
- Improving Your Listening & Questioning Skills

### Marketing Essentials and Influence

- Understanding Key Marketing Concepts
- The Unique Selling Point (USP)
- Market Research - How consumers are influenced into the markets and buy