

## **Executive Management Skills**

### **5 Days**

#### **Introduction**

In today's highly competitive environment it is crucial to have a thorough understanding of the issues involved in managing a business or department effectively. This course will focus on issues and dilemma faced in today's changing world. The seminar is designed to stretch delegates, in order to equip them with the knowledge and confidence to lead and manage in a fast moving and complex business environment. The course is a unique distillation of the skills that you need to be successful in business.

#### **Programme Objectives**

- To provide concise, comprehensive coverage of vital business topics, important concepts, and proven strategies taught as part of MBA programs
- To grasp the essential ingredients of:
  - Personal success
  - Management success
  - Business success
- To help non business-trained professionals understand fundamental business principles
- To ensure that attendees are abreast of the latest thinking in management and leadership as well as business strategy

#### **Competencies Emphasised**

- Practical application of the various models that underpin current business thinking relevant to:
  - Accounting/economics
  - Business strategy
  - Human resources
  - Organizational strategy
  - Strategic marketing

- A clear understanding of the role of managers and leaders in business and where their roles converge and diverge
- How to harness the talent that exists within an organisation to maximize its effectiveness
- The importance of innovation within an organization to ensure sustainable growth for the future

**Personal Impact** – By the end of this seminar you will be able to:

- Grasp the essential ingredients of personal success, management success and business success
- Have a clear understanding of vital business topics, important concepts and proven strategies taught as part of an MBA program
- Apply the concepts, tools and analytical techniques that are essential to a successful company
- Understand the leader's role in today's increasingly complex business environment
- Be aware of the challenges facing a 21<sup>st</sup> century organization

**Organizational Impact**

- Giving attendees the knowledge to make them “intrapreneurs” within the organization
- To ensure that attendees within the organization are appraised of current business thinking and its application
- To make attendees aware of the need for creative and innovative thinking required in today's organizations
- Provision of practical methodologies that can help improve results from all resources used in a business (people, capital and products)
- How to get the most out of all stakeholders in an organization

**Training Methodology**

- Based primarily around lectures, the course will include a number of case studies which will be undertaken in team format.
- Discussion groups on certain topics to provide practical application of concepts to the attendees own organisation

## Seminar Outline

### Day 1

- Introduction
  - Inside actions, Outside results
  - The 11 environments
  - Changing skill needs
  - Communication
  
- Human Resources and Organization Behavior
  - Human resources strategy
  - Effective selection
  - Focus/Energy matrix
  - Theories and practice of organizational behavior
  - Organization structures
  - Managing change

### Day 2

- Leadership and Team building
  - The “sparkle” factor
  - Five character flaws
  - Managers versus leaders
  - Attributes of a leader
  - Upside down management
  - Leading a team
  - Key traits of a real team
  - Ethics
  
- Negotiation Skills
  - The negotiation process
  - Negotiation strategies
  - Body language
  - Pure bargaining
  - Joint problem solving

### Day 3

- Accounting and Economics
  - Purposes of accounts
  - Key terms
  - Profit and Loss
  - Balance Sheet
  - Financial and ratio analysis
  - Business economics

– Strategy. Operations Management and Risk Management

- Business strategy
- Strategic analysis
- Strategic planning
- Strategic models and tools
- Strategy evaluation

**Day 4**

– Marketing, advertising and promotion

- The marketing concept
- Marketing planning
- Marketing information systems
- The marketing environment
- Buyer behavior
- Strategic marketing
- Product design
- Pricing decisions
- Channel and distribution tactics
- Advertising and promotion

– Project management and Quality Management Systems

- The project process
- Defining and organizing the project
- Planning the project
- Tracking and managing the project
- Quality management
- Continual product improvement
- Six sigma

**Day 5**

- Information Technology

- A framework for decision making
- Decision support analysis
- Psychology of decision making
- Communicating a decision
- Management Information Systems
- The role of the Chief Information Officer
- eCommerce and uses of the WWW

–The 21<sup>st</sup> Century Organization

- 5 new business realities
- Intrapreneurship

- Managing talent within an organization
- 7 actions to become a force for change
- Personal skills and self development
  - Time management
  - Delegation
  - Assertive behavior
  - Motivation
  - Understanding risk
  - Making presentations