

Integrated “Business Management” Programme

This programme was a four-day residential event focusing primarily on both ‘hard’ business management skills and combining them with developing people (soft) management skills in one integrated programme. This programme ran with 16 delegates and 4 facilitators.

Day One:

- | | |
|--------------------|--|
| 10:00–11:30 | Introductions, Positioning & Approach |
| 11:30-13:00 | Marketing <ul style="list-style-type: none"> • So what is marketing? • The marketing principles • Customers • Competition & the marketing environment • Marketing strategy |
| <i>13:00-13:45</i> | <i>Lunch</i> |
| 13:45-15:30 | “Make A Million” Business Challenge – Business Simulation <ul style="list-style-type: none"> • Briefing of rules and assumptions • Explanation of process and tutor role • Announcement of teams • Simulation familiarisation and analysis |
| <i>15:30-15:45</i> | <i>Coffee</i> |
| 15:45-17:45 | Finance <ul style="list-style-type: none"> • Review of Business Challenge financials to aid... • Profit & Loss a/c – introduction and explanation • Balance Sheet – introduction and explanation • Does cash equal profit? • Controlling the Business – explaining the impact of debtors, creditors, stock management and margin v mark-up |
| 17:45-18:30 | “Business Challenge” – 1st Half Year <ul style="list-style-type: none"> • Team strategy analysis and decisions. |
| 18:30-18:40 | Day One Review <ul style="list-style-type: none"> • Quick check-in to review day 1 • Learning logs and development plans |

Day Two:

08:45-09:45

Support & Challenge Groups

- Introduction and positioning – explanation of process
- Team definition
- Tutor facilitated sessions
- Use of development plans

09:45-10:45

Leadership

- Leadership v. Management – definitions and differences
- Role and responsibilities
- Skills required by both.
- Kotter's model of leadership
- Case studies

10:45-11:00

Coffee

11:00-12:00

Marketing

- The marketing principles
- Segmentation, positioning & targeting
- The marketing mix
- The marketing plan

12:00-12:45

Lunch

12:45-14:45

Marketing

- The Marketing Mix" practical activity and review
- (Visit to local market town)
- Marketing Mix spreadsheet analysis and review

14:45-15:45

"Personal Wellbeing:"

- Stress management tools and techniques
- Stretching and relaxation tools

15:45-16:00

Coffee

16:00-17:45

Finance

- Use Business Challenge 1st half year results
- Measures of success (Performance Ratios and KPI's)
- Break-even analysis
- Operational gearing

17:45-18:30

Business Challenge – 2nd Half Year

- Team strategy analysis and decisions.
- Preparation for strategy & KPI's presentations

18:30-18:40

Day Two Review

- Quick check-in to review day 1
- Learning logs and development plans

Day Three:

- 08:45-09:45 **Support & Challenge Groups**
- Tutor facilitated sessions
 - Use of development plans
- 09:45-10:30 **“Business Challenge” – 2nd Half-Year Presentations**
- 5 x team presentations
 - Question and analysis from tutors
- 10:30-11:00 **Coaching Skills**
- Coaching techniques – direct and non-direct coaching
 - GROW model
 - Coaching demonstration
- 11:00-11:15 *Coffee*
- 11:15-12:45 **Coaching Skills**
- Coaching demonstration
 - Coaching 1-2-1’s – some to video
 - Tutor facilitated coaching 1-2-1’s, if required
 - Review and debrief of ‘video’ coaching
- 12:45-13:30 *Lunch*
- 13:30-14:00 **Leadership**
- Situational Leadership model
 - Explanation of 4 styles and associates behaviours
- 14:00-16:45 **Leadership Experiential Practical**
- Outdoor Leadership Practical activity
 - *Includes enforced 15 minute coffee break for a “down-tools” mid project review facilitated by tutors*
 - Video feedback and review and debrief
- 16:45-17:30 **“Business Challenge” – 3rd Half-Year**
- Team strategy analysis and decisions.
 - Preparation for strategy & KPI’s presentations
- 17:30-17:40 **Day Two Review**
- Quick check-in to review day 1
 - Learning logs and development plans
- 17:40-18:45 **“Personal Wellbeing:”**
- Lifestyle Audit
 - Complementary therapy – massage, Reiki
 - Personal relaxation time – gym, sauna, swim, etc.
- Evening **An Audience With...**
- Guest speaker – Chamber of Commerce representative.

Day Four:

- 08:30-09:15 **"Business Challenge" – 3rd Half-Year Presentations**
- 5 x team presentations
 - Question and analysis from tutors
- 09:15-11:00 **Managing Change:**
- Change dynamics
 - Change Curve and Mc Kinseys 7's model
 - Organisation specific case study
- 11:00-11:15 *Coffee*
- 11:15-13:00 **"Business Challenge" – Grand Finale**
- Results & Reviews
 - Measuring success – which business performed the best and why
 - Review strategies and link back to previous strategy presentations
 - Sensitivity analysis review against business strategies
- 13:00-13:45 *Lunch*
- 13:45-15:45 **Coaching Back to Action**
- Delegate to delegate coaching session
 - Focus on getting very specific with action plans
 - Transfer back to work measures
- 15:45-16:15 **Programme Summary**
- Fun end of course team activity? (time permitting)
 - Development planning
 - Tele-coaching arrangements
 - Course feedback
 - Next steps and course close