



## PROGRAM OVERVIEW

**Program Title:** Prestige Business Focus (PBF)

The Prestige Business Focus program will enable participants to learn the fundamentals of business success, relevant tools and proven techniques to improve business practices and overall performance. Through the power of leveraging, participants will learn how to multiply their outcome with the resources available to them. This results driven program focuses on 3 pillars of leadership and their associated topics.



**Type of training:** Business & Leadership Skills Development

**Program length:** 12 months

## INSTRUCTIONAL DELIVERY METHOD(S)

- Human performance technology (HPT) approach
- Lectures on best practices & live demonstrations
- Critical thinking activities
- Experiential learning (learning through reflection on doing)
- Independent assignments specific to the business
- Action learning for effective problem solving

## STUDENT GROUPING

- Individual, 1:1 instructional training, in person or via distance learning

## START DATE

- Open for enrolment

## TRAINING INCLUDES

- **32** one on one instructional lessons, scheduled over a defined 10 to 12 months period
- Access to dedicated library of best practices, examples & digital templates
- Access to up to 150 digital business development tools, customizable for the business situation
- Live video conferencing for tutoring and evaluations
- Secure collaboration portal

## PROGRAM OUTLINE

This leadership program will enable committed participants to bring focus to their business while upgrading their management skills, through proven strategies, relevant tools and action driven application exercises. With the Human Performance technology and approach, this program empowers participants achieve a sustainable personal and business transformation and higher results. During weekly or bi-monthly training sessions as well as homework assignments participants will effectively plan, execute and monitor key performance indicators.



## DEFINED INSTRUCTIONAL OBJECTIVES

- Understanding the 3 pillars of leadership
- Improving communication and influential skills in any business situation
- Developing a sustainable business foundation
- Developing a memorable business and brand identity
- Optimizing effectiveness through leveraging people, processes and technology
- Improving business practices
- Applying the cumulative improvements to specific business situations

## MEASURABLE LEARNING OUTCOMES

- Clarity on market opportunities and competitive advantages
- Success by Intent and elimination of random Wins
- Improved management of risks
- Improved Work/Life Balance
- Talented and accountable workforce
- Business opportunities created by effective communication and relationship management
- Improved issue remediation and client retention
- Measured improvements in productivity, process efficiency and marketing effectiveness using key performance indicators

## ASSESSMENT METHOD(S)

The participants are required to complete various Case studies to apply the knowledge covered to their business situation. The participants submit their assignments to a secure & dedicated portal where the content is reviewed and evaluated.

- **Weekly assignments** that support the participants in understanding the concepts covered are reviewed and corrected as required
- **Various case studies** will be conducted where the Participants are assessed on their ability to apply the course concepts of Essential Business Skills to their specific business situations.
- **Business simulation** to develop strategic thinking, decision making, problem solving, financial analysis, market analysis, operations, teamwork and leadership.
- **Completion requirements:** the candidate is required to complete the assignments, within the timeline required per topic.
- **A certificate of completion** will be issued to confirm the completion of this training.



**COURSE COMPONENTS**

\* The Prestige Business Focus program focuses on 3 Pillars of Leadership and their respective strategic topics:

**Leadership pillar**

**Course Components**

<b>Foundation</b>	7 Keys To A Sound Business Architecture	
	Gaining Clarity On Your Business : Definition, Purpose, Values, Mission, Vision	
	Gaining Clarity On Your Goals	
	Gaining Clarity On Your Products & Services	
	Conducting SWAT Analysis On Your Current Business & Market	
	Gaining Clarity On Your Market	
	Understanding Your Ideal Customers	
	Studying Your Competition	
	Defining Your Business Model And Revenue Generating Streams	
	Developing Your Business And Marketing Strategies	
	Defining The Key Client Acquisition Channels	
	Developing Your Business Plan	
	<b>Branding</b>	Developing A Model For Core Values And Messaging
Simplify And Clarify Core Product Identity		
Language Of Success		
Business Communication Strategy		
Raising Awareness Through Smart Social Media Channels		
Developing Engaging Website Content		
Optimizing Website Content & Messaging		
Defining Your Business Identity		
Developing Your Business Brand		
<b>Effectiveness</b>		Understanding Your Current Obstacles, Risks, Issues
		Understanding The Fundamentals Of Personal And Business Productivity
		The Power Of Mindfulness In Business
		Introduction & Implementation Of Operational Improvements
	Strategic Building Of Your Business Network	
	Client Relationship Management	
	Client Retention Strategy	
	Client Service Delivery	
	Communication With Key Stakeholders	
	The Power Of Leveraging In Business	
	Operational Management & Effectiveness	
	Tracking Key Performance Indicators For Optimum Results	

**TRAINING COURSE TUITION**

Tuition Fees	GST	Total Fees	Total training hours
\$ 7,936.5	\$ 396.83	\$ 8333.33	52 hours

**PAYMENT OPTIONS:** Full payment is required at the start of the program

**Name of trainer:** Galia Shukr