



PROGRAM OVERVIEW

Program Title: Prestige Peak Performance (PPP)

The Prestige Peak Performance program is designed for businesses aiming for peak performance in their business growth, effectiveness and productivity. This intensive and action driven program will enable participants to upgrade their leadership skills and achieve their goals faster through effective strategies, planning and execution. They will learn the fundamentals of business success, relevant tools and proven techniques to improve business practices and accelerate growth.

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

- 48 one on one instructional lessons, scheduled over a defined 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 in depth leadership program will enable highly committed participants to upgrade their management skills, achieve peak business performance through proven strategies, relevant tools and action driven application exercises. With the Human Performance technology as a systematic approach to improving productivity and competence, this program empowers participants to lead and succeed. During weekly training



sessions as well as homework assignments participants will effectively plan, execute and monitor key performance indicators. A corrective action plan is incorporated into their operations to achieve results faster.

DEFINED INSTRUCTIONAL OBJECTIVES

1. Development of a sustainable business foundation
2. Improvement business practices through zero based thinking
3. Understand and apply the 4 pillars of leadership
4. Understand the fundamentals for cumulative improvements & apply principals to the business
5. Effectiveness in communication in any business situation
6. Develop negotiation and influential skills in business
7. Establish a memorable business identity and brand
8. Develop client acquisition & marketing strategy
9. Explore opportunities for growth
10. Improve public speaking skills
11. Create an effective and engaging business environment through leveraging people, processes and technology
12. Risk identification, management and monitoring
13. Effective management and monitoring of key performance indicators
14. Develop requests for proposals, requests for information or a business proposals
15. Improving practices towards better customer centric business conduct

MEASURABLE LEARNING OUTCOMES

- Clarity on market opportunities and competitive advantages
- Success by Intent and elimination of random Wins
- Business model(s) re-engineered from ground up
- Business opportunities created by effective communication, promotion, relationship and partner management
- Effective risk detection and mitigation
- Effective capacity planning & execution on mandates
- Improved issue remediation and client retention
- Measured improvements in productivity, process efficiency and marketing effectiveness using key performance indicators and Plan-to-Action with tangible results

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 4 Pillars of Leadership and their respective strategic topics:

Leadership pillar	Course Components	
Foundation	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	
	Branding	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		
Effectiveness		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	
	Growth	Communication Behavioral Assessment
7 Keys To Improving Revenue		
Restructuring / Reengineering Your Business		
Identifying Unexplored Market Opportunities		
Overcoming Major Obstacles		
Refining Your Business Strategy & Plan		
Developing New Products / Services		
Delegation 101		
Nurturing Business Relationships		



Art Of Communication In Business Public Speaking 101
Developing Corporate Proposals And Responses
Developing Presentations To Clients & Prospects
Learning To Achieve Leadership Through Competiveness And Innovation

TRAINING COURSE TUITION

Tuition Fees	GST	Total Fees	Total training hours
\$10,800.00	\$540	\$11,340	72 hours

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

Name of trainer: Galia Shukr