



## PROGRAM OVERVIEW

**Program Title:** Prestige Business Essentials (PBE)

The prestige business essentials program will enable participants to learn tools and techniques to improve business practices. Clients have the opportunity to apply the concepts on their own to their business situations and improve their performance, in a cumulative way.

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

**Program length:** 12 months



## INSTRUCTIONAL DELIVERY METHOD(S)

- Human performance technology (HPT)
- 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

- 20 one on one instructional lessons, scheduled over a defined 25 weeks period
- Access to dedicated library of best practices, examples & digital templates
- Access to over 90 digital business development tools, customizable for the business situation
- Live video conferencing for tutoring and evaluations
- Secure collaboration portal

## PROGRAM OUTLINE

- Through the 7 pillars of business Parthenon, the participants will learn the essential changes to implement and build a sustainable business

## DEFINED INSTRUCTIONAL OBJECTIVES

- Learn the fundamentals to setup a strong business foundation



- Learn how to define your business identity and develop your business brand
- Understand the essentials for cumulative improvements
- Improve business practices through the application of concepts, on daily basis

### MEASURABLE LEARNING OUTCOMES

- Repeatable business model with growth potential
- Identified and defined the core business identity
- (Re-)Developed the draft of a business brand
- Measured improvements in process efficiency & 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 Performance Essentials program focuses on 2 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 SWOT 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



<b>Branding</b>	Developing Your Business Plan
	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

### TRAINING COURSE TUITION

Tuition Fees	GST	Total Fees	Total training hours
\$6,211.17	\$310.56	\$6,521.73	36

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

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