



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	
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 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	
	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		

TRAINING COURSE TUITION

Tuition Fees	GST	Total Fees	Total training hours
\$ 7,936.5	\$ 396.83	\$ 8333.33	46

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

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