



PROGRAM OVERVIEW

Program Title: Prestige Leadership For Executives (PLE)

The Prestige Leadership for Executives program is targeted at leadership teams in established and emerging companies who are looking for greater operational efficiencies and increasing market share while overcoming roadblocks and resistance to change. This program is similar to the PLP curriculum however it has been adapted to corporate structure, culture and complexities and the challenges typical to such environments.



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

- Small Group of 2 executives, instructional training, in person or via distance learning
- Additional participants can be included for a cost of \$14,962.50 (incl. GST) per participant

START DATE

- Open for enrolment

TRAINING INCLUDES

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

PROGRAM OUTLINE

This training program is designed to enable two executives in business to create synergy, align strategies and complement strengths for maximum results. Business executives will learn the fundamentals of business success, tools and techniques to improve business practices. With the Human Performance technology as a



systematic approach to improving productivity and competence, this program empowers participants to lead, inspire and succeed. During weekly training sessions as well as homework assignments business leaders 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. Aligning strategies, goals and strengths for maximum results
2. Development of a sustainable business foundation
3. Understand and apply the 4 pillars of leadership
4. Improvement of business practices through zero based thinking
5. Understand the fundamentals for cumulative improvements & apply principals to the business
6. Risk identification, management and monitoring
7. Efficiency in capacity assessment & ability to execute on mandates
8. Effectiveness in communication in any business situation
9. Develop negotiation and influential skills in business
10. Establish a memorable business identity and brand
11. Develop client acquisition & marketing strategy
12. Explore opportunities for growth
13. Create an effective and engaging business environment through leveraging people, processes and technology
14. Effective management and monitoring of key performance indicators
15. Develop requests for proposals, requests for information or a business proposals
16. Improving practices towards better customer centric business conduct

MEASURABLE LEARNING OUTCOMES

- Clarity on market opportunities and competitive advantages
- Accelerated business transformation through greater leadership alignment
- Engaged and innovative team culture
- Targeted, effective and proactive client acquisition
- In-step and ahead of market and client needs
- Measured improvements in productivity and efficiency 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 Leadership for Executives program focuses on the 4 Pillars of Leadership and their respective strategic topics. Strong emphasis on best practices for leaders in business will enable participants to optimize their synergy and amplify the quality of execution on their goals.

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
Branding	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
	Effectiveness
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	
Growth	Tracking Key Performance Indicators For Optimum Results
	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 for 2 participants*	GST	Total Fees	Total training hours
\$46,550.00	\$2,327.50	\$48,877.50	190

PAYMENT OPTIONS:

One-time payment option, payable 4 weeks prior to program start

FEE ALLOCATION PER PARTICIPANT:

Participants	Tuition Fees	GST	Total Fees	Total training hours
Participant 1	\$23,275.00	\$1,163.75	\$24,438.75	95
Participant 2	\$23,275.00	\$1,163.75	\$24,438.75	95
Total	\$46,550.00	\$2,327.50	\$48,877.50	190