



PROGRAM OVERVIEW

Program Title: Prestige Leadership Mastery (PLM)

The Prestige Leadership Mastery program is targeted at growing companies who are looking to establish a strong organizational and high performance culture to overcome roadblocks and enable opportunities for growth in the market. This program has been adapted to business 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

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

START DATE

- Open for enrolment

TRAINING INCLUDES

- 55 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 the business leader strengthen management style to create synergy, align strategies and complement strengths across the organization. The leader 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. Acquire and retain talent aligned with the business culture and philosophy
14. Develop talent and build competencies aligned with the business model
15. Create clarity on roles & responsibilities within the organizational structure
16. Master the art of delegation
17. Develop a leadership team and support structure
18. Create an effective and engaging business environment through leveraging people, processes and technology
19. Effective management and monitoring of key performance indicators
20. 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
- Increased return on investment in people, business tools and technology
- 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 Mastery program focuses on the 4 Pillars of Leadership and their respective strategic topics. Strong emphasis on best practices for leaders in business will enable the participant to optimize their synergy and amplify the quality of execution on their goals. The program objectives will determine the time allocated to each of the components defined below.

| 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 | |
| | Developing A Model For Core Values And Messaging | |
| | Simplify And Clarify Core Product Identity | |
| Branding | 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 | | |



| Leadership pillar | Course Components |
|-------------------|---|
| 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 |
|--------------|----------|-------------|----------------------|
| \$16,045.53 | \$802.28 | \$16,847.81 | 93 |

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

Name of trainer: Galia Shukr