



PROGRAM OVERVIEW

Program Title: Prestige Leadership Success – Core (PLS)

The Prestige Leadership Success program is completed over a period of 12 months and is designed for businesses aiming to improve their leadership skills and achieve competitive advantage through improved communication, driving greater operational effectiveness and excelling the quality of deliverables.

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 to 26 one on one instructional lessons, scheduled over a defined 38 weeks period
- Access to dedicated library of best practices, examples & digital templates
- Access to over 125 digital business development tools, customizable for the business situation
- Live video conferencing for tutoring and evaluations
- Secure collaboration portal

PROGRAM OUTLINE

During bi-weekly training sessions as well as homework assignments, participants will improve their capabilities in key leadership areas.

1. Strategic & operational planning
2. Effectiveness & operational execution
3. Developing a competitive advantage



4. Leadership skills development & succession

DEFINED INSTRUCTIONAL OBJECTIVES

- Effective SWOT analysis & Strategic planning
- Goal setting using GOSPA
- Determining key obstacles / risks, and managing them
- Identifying opportunities for growth by market audience
- Developing a well targeted client acquisition strategy and plan
- Improvement of business practices through zero based thinking
- Communication in business as an art form
- Mind-mapping, Mind-storming and brainstorming for optimum results
- Developing active leadership skills
- Building strategic partnerships
- Effective management and monitoring of key performance indicators
- Develop business proposals & presentations
- Project management fundamentals
- Improving performance through a cumulative improvements strategy
- Optimizing efficiency by effectively leveraging people, processes and technology

MEASURABLE LEARNING OUTCOMES

- Clarity on market opportunities and competitive advantages
- Success by Intent and elimination of random Wins
- Reduction of unexpected risks
- Business model(s) re-engineered from ground up
- Business opportunities created by effective communication, relationship and partner management
- Implementable Execution Plan tailored to the business environment

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

Prestige Leadership Success program consists of the following components:

1. Strategic & operational planning

- SWOT analysis
- Understanding your current obstacles, risks, issues and mitigating risks
- Understanding the fundamentals of personal and business productivity
- Strategic planning & Goal setting
- GOSPA ladder
- Operational strategy
- Client service & retention strategy
- The power of leverage

2. Effectiveness & operational execution

- Streamlining your processes for success
- Time management 101
- Project management fundamentals
- Optimize business productivity
- Improving operational effectiveness
- Client relationship management
- Monitoring, measuring & assessment
- Corrective action plan

3. Developing a competitive advantage

- Identifying unexplored market opportunities
- Achieve leadership through competitiveness and innovation
- Developing new products / services, or repackaging current products/services
- Building strategic partnerships
- Nurturing Business Relationships
- Developing corporate proposals
- Developing presentations to clients
- Continuous improvement

4. Leadership skills development

- Improvement of business practices through zero based thinking
- Mindfulness
- Mind-mapping, Mind-storming and brainstorming for optimum results
- Delegation 101
- Developing active leadership skills
- Communication in business as an art form
- Improving verbal presentation & public speaking skills to “C” level management



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

Name of trainer: Galia Shukr