

## BUSINESS SKILLS & ACUMEN TRAINING SERVICES OVERVIEW



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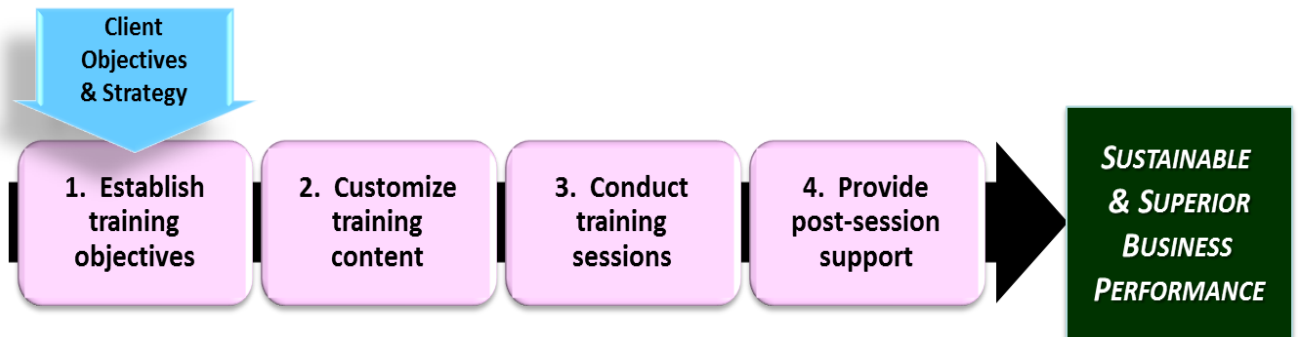
## BUSINESS SKILLS & ACUMEN TRAINING SERVICES

### Our Objective:

Help our clients strengthen their Core Competencies by enhancing the Business Skills and Acumen of their executives, middle managers and staff.

### Our Approach:

We integrate People, Process, Analytics and Strategy aspects in our training modules.



### Our Modules:

We provide customized training in general business management, communications, operations, strategy and analytical tools. Please see the **next page for a detailed list** of specific modules we offer.

### Our Differentiation:

- Customized content to support your priorities, through:
  - Upfront consultation with you re: content, timing, # of sessions, pre-work
  - Examples and case studies from your industry
  - Assurance of *confidentiality* of discussions in the sessions;  
Sessions can be conducted at your facility
  - Sessions built around your organization’s specific current issues (*optional*)
- Focus on skills necessary for solving real, tangible business problems
- Extensive application of adult-learning best practices
  - Active attendee interaction and participation, including group exercises
  - Instructor-led problem solving, including hands-on exercises, case studies
  - Real life examples and “war stories” to illustrate concepts
  - Discuss applying newly learned concepts to your business issues
  - Hand-outs include session slides, notes and workbooks
- High-quality instructors, each with:
  - 15+ years of hands-on business experience in many industries
  - Graduate level business education
  - Extensive experience with adult education

**Training Modules:**

*Hours are flexible to accommodate varying scope & depth of content desired by our clients*

AREA	TOPIC	HOURS
<b>Business Communications</b>	1. Business writing – reports, memos	4-24
	2. Business proposal presentations	4-8
<b>Marketing Analysis &amp; Strategy</b>	3. Marketing for Non-Marketers	8
	4. Marketing strategy – plan, execute, measure	4-24
	5. Market research foundations	4-40
	6. New product development process	4-8
	7. Product management concepts	4-40
	8. Product management & Strategy simulation	40
	9. Pricing strategies	4-16
	10. Market segmentation analysis	4-8
<b>Operations, Quality, Performance Management</b>	11. Operations Management for non-Operations staff	8-40
	12. Inventory Management Simulation	4
	13. Quality management, House of Quality, QFD	4-8
	14. Kaizen (Continuous improvement); Process mapping, analysis and improvement	4-16
	15. Six sigma and Lean	4-16
	16. Statistical Quality Control – charts, simulation	4-8
	17. Forecasting fundamentals	4-8
	18. Inventory management - EOQ, ABC analysis	4-8
	19. Linear Programming	4-8
	20. Wait line models, call center staffing	4-8
	21. Key Performance Indicators, Balanced Score Card	4-24
<b>Business Analysis Tools</b>	22. Problem solving / case analysis	8-24
	23. Decision making tools	8-40
<b>Project Management</b>	24. Project management overview	8-40
	25. PMO planning and execution	8-40
<b>Business Math / Statistics</b>	26. Business applications for Math / Stats - I	8-16
	27. Business applications of Math / Stats - II	8-24
<b>Business Strategy</b>	28. Industry/competitive analysis/SWOT/5 Forces/3 C's	8-24
	29. Competitive differentiation, positioning	4-8
	30. Business strategy alignment with operations	4-8