

**BRAND
NEW
MASTERCLASS!!**

BUSINESS STRATEGY FOR MANAGERS

26 - 28 January 2014
Grand Millennium Hotel, Dubai, UAE

By attending this highly interactive masterclass attendees will gain a deeper understanding of the background to developing and delivering a business strategy.

By the end of the sessions delegates should be able to:

- Describe how corporate strategies are determined
- Demonstrate how the internal and external organizational environment is analyzed
- Recognize the influence of culture, values and power within the organisation
- Evaluate and select strategies
- Appreciate issues involved in the implementation of strategic plans

Who should attend?

This highly practical and interactive course has been specifically designed for:

- CEOs, VPs, CFOs, COOs, CIOs
- Senior Business Directors and Managers
- Operational Heads
- Programme and Project Managers
- Strategic Planners
- Internal Business Consultants

Plus anyone involved in defining and delivering the business strategy

COURSE OVERVIEW

Before we know where we are going we need to assess where we are, then we can plan our strategy appropriately. Understanding the risks, leadership competencies, budget constraints and capacities of organisations have a great impact on the strategies that can be developed.

The 3 day MasterClass in Business Strategy for Managers is designed to provide delegates with an understanding of the principals of strategic management. Delegates will learn how to conduct environmental analysis and explore the issues involved in strategic development, strategy evaluation and change management.

The following subject areas are also included:

- Definition, key elements, core areas and importance of strategy
- Environmental analysis: internal and external
- Competitor and customer analysis
- Strategy evaluation and selection
- Management of change

MEET YOUR EXPERT COURSE TRAINER: MANJIT BIANI BSC (HONS), ACMA



Manjit graduated at the prestigious Aston Business School, the largest business school in Europe. His degree in Business Administration included a placement year with Deloitte Haskins & Sells, one of the top five Accountancy firms at the time.

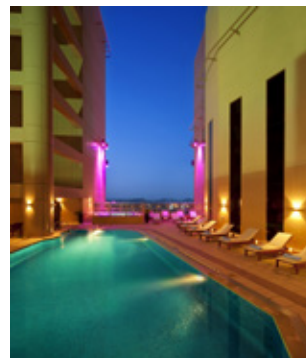
He proceeded to continue his career with the newly merged firm Coopers & Lybrand Deloitte. His experience included auditing some of the top firms including National Grid, Barratt Homes and United Biscuits along with a number of local government institutions. He also spent some time in the insolvency and administrator department.

After 2 years with this firm he moved on to complete his CIMA accountancy qualification working for a number of firms including GRT Transport, Boots and Central & Carlton Television. He spent 4 years in Edinburgh working for Lloyds TSB Bank as a Business Implementation Manager and then went on to work for AMP UK Financial Services, the largest Insurance Company in Australia, as an internal management consultant. He went on to work for Hays PLC as a Commercial Accountant, then finally decided to run his own business and get street experience, putting his entrepreneurial skills to the test. After selling his business at a young age, he now enjoys semi-retirement, working as a part-time lecturer, free-lance trainer, business consultant and Internet Marketing Coach.

Manjit has had extensive training in the Thompson Project Management program, Quality Management Techniques and Customer care implementation. He delivers courses on all aspects of Accounting, Finance and Business including Finance for Non Finance Managers, Business Strategy, Risk Analysis and Management, Forensic Accounting, Auditing and Corporate Governance.

TRAINING STYLE

- This three-day MasterClass is a highly interactive and participative workshop that is designed to give senior executives and understanding of and the practical ability to use the key business financial skills to improve their business decision making.
- The MasterClass uses a combination of participative seminars, discussion, case studies and problem solving to ensure that delegates learn and develop the confidence to use the various principles and techniques.



THE VENUE: GRAND MILLENNIUM HOTEL

Located near Sheikh Zayed Road in Dubai, equally convenient for business or leisure, 20 minutes from the international airport and adjacent to Dubai Metro.

Innovento Tailored Training

Your needs - Your schedule - Your location.

Innovento comes to you... Customized courses at your location, are the most cost effective and efficient way to train your teams!

For an appointment to discuss your requirements, please email us at training@innovento.com

Course Outline

Course timings: Registration will be at 08:00 on day one with the course commencing promptly at 08:30 each day and concluding at 16:30. There will be two short breaks and an hour for lunch each day.

Strategic Management and Strategic Competitiveness

- The corporate landscape
- The global economy
- Industrial organisation model
- Vision and mission
- Stakeholders
- Strategic leaders

The External Environment: Opportunities, Threats, Industry Competition, and Competitor Analysis

- General industry and competitor environment
- Scanning, monitoring, forecasting
- Segments
- Industry environment analysis

The Internal Environment: Resources, Capabilities, and Core Competencies

- Analysing the internal organisation
- Resources, capabilities and core competencies
- Building core competencies
- Outsourcing

Business Level Strategy

- Customers
- Purpose and business level strategy
- Types of business level strategy

Competitive Rivalry, and Competitive Dynamics

- Competitive rivalry
- Competitive analysis
- Drivers
- Competitive dynamics

Corporate Level Strategy

- Levels of diversification
- Reasons of diversification
- Value creating diversification
- Unrelated diversification

Acquisition & Restructuring Strategies

- M&A strategies
- Reasons for acquisitions
- Problems in achieving success

International Strategies

- Identifying opportunities
- International strategies
- Environmental trends
- Risks
- Outcomes
- Challenges

Co-operative Strategy

- Strategic alliances
- Business level cooperative strategy
- Corporate level cooperative strategy
- International level cooperative strategy
- Mentoring

Corporate Governance

- Agency relationship
- Ownership
- Board of directors
- Corporate control
- Ethics

Organisational Structure & Controls

- Structure and controls
- Relationships between structure & strategy
- Implementing business, corporate & international level strategies

Strategic Leadership

- Strategic leadership and styles
- Role of top level managers
- Key strategic leadership actions

Strategic Entrepreneurship

- Opportunities
- Entrepreneurs
- Innovators
- Implementing innovations
- Creating value

Strategic competitiveness and Above Average Returns

- Pulling it all together for success

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PRIORITY BOOKING FORM

- Discounts cannot be combined.
- Payment prior to course is mandatory for attendance.
- Discounts are not valid if payment is received after closing date.

Date	Location	Early Bird	Regular Price	Booking code
26 - 28 Jan 2014	Grand Millennium Hotel Dubai, UAE	US\$ 2,700 (SAVE US\$ 300) <i>Book and pay before 13 Dec 2013</i>	US\$ 3,000	Invrt01

SPECIAL GROUP DISCOUNTS AVAILABLE

Team of 2 delegates:
5% discount

Team of 4 delegates:
10% discount

Team of 6 delegates:
15% discount

DELEGATE DETAILS

Mr. ☐ Mrs. ☐ Ms. ☐ Dr. ☐ Other ☐

First Name

Surname

Email

Telephone

Job Title

Department

Organisation

Nature of business

Address

Postcode

Telephone

Fax

Name of Department head

Name of Training Manager

Name of person completing form if different from delegate

Signature

Date

☐ I agree to Innovento's payment terms

If you have not received an acknowledgement before the course, please call us to confirm your booking. Payment must be received by Early bird deadline to qualify for the discount.

We accept payment by the following methods:

PayPal Online Purchase: Please visit www.innovento.com/bsm/ for more information.

☐ Cheque / Bank Draft: Made payable to Innovento FZ LLC

☐ By Direct Transfer: Please quote the booking code with the remittance advice

BANK DETAILS:

HSBC Middle East

AED Account No: 036 297 224 001, IBAN AE880200000036297224001

USD Account No: 036 297 224 100, IBAN AE340200000036297224100

Account Name: Innovento FZ LLC, P.O.Box 66, Jebel Ali, Dubai - UAE

Swift Code: BBME AEAD

All Bank charges to be borne by the payer. Please ensure that Innovento receives the full invoiced amount. Please tick the appropriate box if you would like to pay by one of these methods and our customer services team will contact you directly to finalise the payment.

Ways to register

Online: www.innovento.com

Fax: +971 4 361 4619

Email: enquiry@Innovento.com

Phone: +971 4 338 5690

Post: Innovento Dubai FZ LLC,
PO Box 487177, Dubai, UAE

Standard terms and conditions

PAYMENTS AND DISCOUNTS

- Payment is due in full at the time of registration. Your registration will be confirmed only when payment is received. Registration includes lunches, refreshments and course materials.
- In order to receive any 'early bird' discounts, payment must be received before the cut-off date. Discount offers cannot be combined with any other offer.
- You may substitute your place at any time with a colleague with the same or similar job function. Please notify us as soon as you can so we can make necessary arrangements.
- We accept LPOs that need to be issued by the time of booking. Please note that standard price apply for any payments done after completed training.

CANCELLATION POLICY

- For any cancellation received in writing 8 days prior to the training, you will receive a credit note to be used at another Innovento training which must be used within one year from the date of cancellation. No refund will be given. No credit will be issued for any cancellation received less than 7 days prior to the training.
- In the event the training is being cancelled or postponed, you will receive a credit note of the same amount paid for any other training or service of Innovento that must be used within one year from the date of cancellation.
- Innovento is not responsible for any loss or damage or liable in the case the training is cancelled or postponed due to a fortuitous or unforeseen event such as natural disasters or act of God or any other event the prohibits the training from running. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.
- Innovento reserves the right to change the speaker/ trainer or parts of the content in case circumstances beyond the control of Innovento necessitate these alterations, such as changes from the speaker/trainer. Any substitutions or changes will be communicated and are always kept to a minimum.