



COMPREHENSIVE MANAGEMENT COURSE

“The training will conclude by making you skilful in settling your business strategy and execute it flawlessly while managing the the business successfully.”

All products and businesses are started with a vision. We all have great ideas which we envision for the future, but seldom act to turn them into reality. The rapid development in technology and the turbulence in the world economy can be a huge obstacle to many entrepreneurs and business executives.

This course will assist you in capturing your vision and stating your mission and values. You will identify the links in the business chain that add value to your product or service. You will learn the suitable change level needed for your business and become competent in setting an executable change management plan. You will grasp the business process concept and draw your processes in preparations for the ISO certification.

Participants will be able to transform the entrepreneurial vision to an executable business model. The course helps visionary leaders to transform their mission into a practical plan with the required change management and executable minimized business model.

The course Trainer will use media presentations and the course will have interactive exercises, business model live calculation as well as business process drawing and re-engineering.

Objectives



Apply & Gain

An in-depth knowledge on how to successfully execute your vision.



Capture

The vision, mission and business values



SMART

Set SMART objective



Determine

And optimize the value chain aspects of your business.



Leadership Styles

Discuss the different leadership styles and determine the best style for your business



Managers

Identify the manager's role in governing and operating the business and recognize business ethics



Levels of Change

Select the most appropriate level of change required for your business



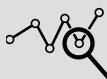
Change

Carryout change management steps to set a plan for your strategy execution



Business Process

Explain the business process methodology to draw and re-engineer the process professionally



Prepare Strategy

Decipher the strategy elements to prepare your business strategy document

A

Mission, Vision & Values

The organization's long term vision and ways to convert it to a workable objective.



Presentation Time: 1.5 hr
Practice Time: 1.0 hr

You will learn

- What is the Vision, Mission and Business Values?
- Why We Need Vision, Mission and Business Values?
- How Important are the Business Values to the Business?
- How to Set SMART Objective?
- How to write your personal mission statement.
- How to write the organizational mission, vision and values statements.

B

Value Chain

Michael Porter theory of the major activity the organization has to master and optimize to excel in its business.



Presentation Time: 1.0 hr
Practice Time: 1.0 hr

You will learn

- What is your Value Chain?
- How to set up and optimize the value chain
- Value chain primary activities:
 - Inbound logistics
 - Operations
 - Outbound logistics
 - Marketing and sale
 - Service
- Value chain secondary activities:
 - Procurement
 - Human resources
 - Technology
 - Infrastructure
- What is the business's Unique Selling Proposition?

C

Business Ethics

Ethics are the sum of collective values and behaviors that govern the organization. Managing the organizational ethics can make or break the business.



Presentation Time: 1.5 hr
Case study: 1.0 hr

You will learn

- What is acceptable and ethical in the work environment?
- The effect off micromanagement on employees?
- When and where to give employees feedback.
- Leaders ethics.
- Work ethics.
- Whistle blowing: when and how?
- Know and manage organization culture.

D

Levels of Change

Find out which change level is required for your business. Each change level necessitate different time and effort.



Presentation Time: 1.5 hr
Practice Time: 1.5 hr

You will learn

- What are the Levels of Change required for your business?
- Decide how much you need to change and for how long?
- The five levels of change:
 1. Efficiency: Do things right
 2. Effectiveness Do the right thing.
 3. Improve, eliminate or copy.
 4. Why not. Think out of the box.
 5. Impossible.
- Employees competency types and which one to concentrate on.
- For best effectiveness choose to focus on the important or urgent work.



Change Management

Find out if you are ready for change and why do you need to change now? Follow John Kotter 8 steps model of change management to plan an executable change management plan.



Presentation Time: 2.0 hr
Practice Time: 1.5 hr

You will learn

- Why do you need to manage change?
- Find out if you or your organisation is ready for change.
- Kotter change model:
 1. Create sense of urgency.
 2. Form a coalition team.
 3. Create compelling vision.
 4. Communicate the vision
 5. Identify and remove obstacles.
 6. Celebrate quick wins.
 7. Build on change by creating new goals.
 8. Anchor the change.



Business Process

How the business activities and tasks are linked together. Delays and malfunctions are mostly chased by the way business is processing.



Presentation Time: 1.0 hr
Practice Time: 1.5 hr

You will learn

- What is a Business Process?
- How can you draw a business process?
- “Swim Lane” business process methodology
- Re-engineering Business Process.
- What is the business’s Unique Selling Proposition?

G

Strategy Formation

Opportunities need a plan to get implemented. Strategies are the best plan to set to execute and take advantage of the opportunity.



Presentation Time: 1.5 hr
Practice Time: 1.5 hr

You will learn

- How to identify the opportunity and craft a statement for it?
- Ensuring that the opportunity fits the overall organizational strategy.
- How to summarize the opportunity, assisting in writing the project overview section ?
- Formulate and draft project schedule.
- How to select the project team?
- Identify and list project tangible and intangible benefits.
- List the required resources to implement the project.
- How to identify the project risks and formulate a mitigation plan.
- Overview the project financials (ROI, IRR, PV).
- What is strategy execution and what are the main obstacles to successful execution.

H

SWOT Analysis

Simple and effective strategic analysis of the organization internal strength and weaknesses in addition to the external opportunities and threats.



Presentation Time: 0.45 hr
Practice Time: 1.0 hr

You will learn

- How to discover the organizational internal strength and weaknesses?
- How to search the market to identify opportunities and avoid hidden threats?
- The analysis will help you:
 - Intensify your strength.
 - Address your weakness.
 - Update the organizational strategy to manage the SWOT findings.
 - Do a reality check on your business.
 - Develop SMART goals.

I

Management Essential Tools.

Managers are accused by the employees for every negative result in the organization, yet they are entrusted to meet the organization's strategic objectives with limited resources and authorities.



Presentation Time: 2.5 hr
Practice Time: 1.5 hr

You will learn

- How to become a great manager?
- Why organizations need management team?
- What subordinates want from the management?
- How management meets employees expectations?
- How can a manager align employees with the organization's strategic objectives?
- How can management engage the employees?
- How to manage an effective meeting?
- How to meet employees one-on-one?
- How to manage difficult employees and give them feedback?
- How can management encourage employees feedback?
- What are the 'Great Manager' attributes?

J

Leadership Styles

There are different leadership styles and each style is suitable for different environment or situation.



Presentation Time: 2.5 hr
Practice Time: 1.5 hr

You will learn

- The main differences between leaders and managers.
- The leadership factors.
- Leadership styles:
 - Transformational .
 - Democratic.
 - Autocratic.
 - Transactional.
 - Laissez-faire.
 - Charismatic.
 - Servant.
 - Situational.
- How to help your follower to change from their current situation?
- How to encourage followers to implement your vision?

K

Team Work

Most organizations form teams for different tasks. The team goes through different stages to become effective and efficient. Know when to form a team and what to do in each stage to keep the team operational?



Presentation Time: 1.5 hr
Practice Time: 1.0 hr

You will learn

- What are the team attributes?
- When do you need to form a team?
- The major difference between 'Group' and 'Team'.
- Tuckman team building model.
- Drexler and Sisset team building model.
- The team performance formula.
- Effective team daily meeting and progress report.
- High performance team characteristics.
- Attributes of teams of stars.



Sami Malallah, MBA
Managing Partner

Lead consultant, Coach & Trainer

Course Instructor: Mr. Sami Malallah, MBA, BSc, is a Senior Management Consultant with over 30 years of extensive experience within the Refinery, Petrochemical, Power, Oil & Gas industries. His expertise lies extensively in the areas of Project Management, Change Management, Human Resource & Development (HRD) Management, Quality Management, Strategic Management, Leadership & Business Management, Negotiation Management, Talent Management, Risk Management, People Skills, Presentation Skills, Communication Skills, Mentoring and Coaching. Further, he is also an expert in business modeling, media presentation, business ethics, business process drawing & reengineering, customer service relationship and SWOT analysis.

During Mr. Sami's career life, he has worked with prestigious international companies occupying numerous challenging managerial and technical positions such as the Lead Business Consultant, Coach & Professional Trainer, Training & Career Development Manager, Operations Manager and Chemical Engineer. All throughout his career, he has mastered and specialized in the application of project management, human resource management and business process evaluation & re-engineering.

Mr. Sami has MBA and a Bachelor degree in Chemical Engineering from the University of Dayton (USA).

www.mashar.org
info@mashar.org
T: +965 22997967
M: +965 90957545
Arraya Centre,
Floor 28th, Office 2830
Sharq, Kuwait

When: Nov 22-26, 2015
Length: 5 days from 8:00 - 1:00
Where: Movenpick Hotel
What: Coffee break and Lunch included
Fees: KD 400

