

TOUCHPOINT CHANGE!

An MBA For A Day

Put the missing pieces in place.

Sound knowledge is the starting point for successful action.

Many organisations would benefit from the opportunity to explore powerful management models and methods; and start the process of putting them to use straight away. We offer experienced MBA*-qualified commercial managers or entrepreneurs who can start this process in a day. The consultant will introduce the leading business theories in the practical setting of your own organisation. The consultant will then help bring them to life and apply them to your own business.

The MBA For a Day service is available in four formats, designed to suit different needs. One puts your business services or processes under the microscope for a day and then provides you with a plan for where you could take your business in the future. The second takes a broader look at a particular business area and assesses which business methods could be introduced or developed to gain most benefit. The others introduce the MBA disciplines in more detail, but with a practical twist.

The business areas typically covered during an MBA course include strategy, finance, operations, R&D, marketing, sales, customer service, human resources, supply chain management, ethics, law and leadership.

In challenging times, give yourself the benefit of new knowledge and practical techniques. It will help you to take your business forward, to build your internal capabilities and exploit your external opportunities. It is available in several formats to suit your learning style:

Quick review – this condensed service takes a high level overview of your organisation and assesses which of the MBA disciplines would contain the best opportunity for your organisation. This can be followed up by a one-day in depth course or an action learning workshop. This can be extended to two or more days if required.

Service overview – a consultant will scrutinise and thoughtfully examine a product, service business. He will consider each of the MBA disciplines to identify key areas for learning and subsequent action. The outcome will be a brief action plan designed to help you achieve your goals and bring out the best of 'who you are'.

1-day in depth course – a cost effective approach to learning. This offers a high level overview of the MBA content for just one of the MBA disciplines. It is not a formal course with an associated accreditation, but it is a stimulating walk through a subject, which demystifies it and brings it into perspective.

Ten-part course – this is a series of one day in depth courses which cover the ten areas above. Typically run as one day per week or one day per month, it provides a taster of a full MBA or serves as a refresher for qualified managers. This can be run in house or opened up to other organisations.

Bespoke MBA For A Day – where you have a particular interest, or wish to focus on a specific topic such as Change Management, Customer Relationship Management, Employee Retention, Activity Based Costing or Systems Thinking, we can design a day with you.

* MBA stands for Master of Business Administration, a leading business qualification expected by many organisations.

0845 1301 357

Info@TouchpointChange.co.uk

**... helping your people transform your business ...
... delivering the benefits of change ...**

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An MBA For A Day.
High powered learning. In a day.

The Scope of MBA For A Day

This unique concept provides you with the learning you want, and gets you started in applying it. The scope of the day is agreed with you in advance to provide input that is of most value.

MBA For A Day Documentation

Each day will deliver appropriate printed output - whether subject notes or a brief summary report of the business areas reviewed, observations and recommendations.

MBA For A Day Outcomes

During the day we will introduce new theories and methods which will enable you to develop ideas about how to move your business forward. We can also help you to start using the methods.

Management Time

We will work with key members of the management team before and during the day and you should set aside some time to manage and deliver the subsequent action plan.

Location

The service can be delivered at your own location or off-site as required. We can discuss the pros and cons of each when we scope the day.

Typical 'MBA For A Day' Scenarios

Explore better management in the context of your own challenges - for instance:

Urgent need to reduce cost

Techniques to reduce waste, manage suppliers, improve efficiency & drive performance.

Managing an existing product in a declining market

Giving a mid-life kick via faster development, better service or innovative marketing.

Downsizing without falling foul of employment law

Different options for organisation design, role definition, redundancy or retention.

New services in an uncertain environment

Reducing time to market, putting responsive suppliers in place and preparing clients.

Organisation at a cross roads

How to consider strategic options and develop a focused and measurable plan

Tighter financial management

Increasing financial/commercial awareness so all managers are watching the bottom line.

Featured Consultant - Danny Moloney. Danny is an internationally active business coach and experienced business manager. He also holds an MBA in 21st Century Business Management, an MSc in International Marketing and an MRes in Business Management & Research. Danny's special interest is in entrepreneurial development and is currently studying the subject part-time for a PhD at Manchester Business School.



Business Change Management
Customer Service Improvement
Lean Transformation
Leadership Development

Terms and conditions apply. V1, 0109. The MBA For A Day is not a substitute for professional advice specific to your organisation, but it can help you identify when you need that advice and help you interpret it.

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