

# 5-Day Mini MBA



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## Learn the key levers for success quickly and deeply in just 5 days!

In the current VUCA (volatile, uncertain, complex, ambiguous) world, delivering consistent value is not easy. To succeed as a manager, you need to have a solid understanding of all parts of the business. You need to know how each part and level in the organization interacts with each other and contributes to corporate success. It is no longer enough to just work effectively on your own; you also have to work exceedingly well across the company. So, how can you get this understanding and experience faster if you have a scientific, engineering, technical or specialist background? What tools do you need to understand what is driving your strategy? How can you align your contribution consistently to the organization's strategy? How do you balance short term vs. long term when things are changing so quickly and so dramatically?

## Who should attend?

This 5-Day Mini MBA is for you if you are a functional, specialist or mid-level leader and want to develop that wider and deeper understanding of how an organization works to deliver value to its stakeholders. Ideally, you have 5 to 10 years experience and you are ready to move into general management or a more cross-functional role. Alternatively, you are a high-potential being fast-tracked into general management.

## How will you benefit?

- Understand how a corporation works with a multi-functional overview of a business and key leadership competences necessary for success
- Develop strategic thinking, planning and execution skills at a divisional or functional level, using appropriate tools and frameworks
- Influence, enable and deliver wider organizational imperatives
- Make better business decisions and improve your contribution to the business
- Be able to read the business environment and translate changes into competitive strategies for sustainable growth
- Support strategic goals from top management and be able to translate them for your area and implement them more efficiently
- Better implement strategy through the people in your team and different departments with new leadership skills
- Network and learn with a diverse group of peers from different functions, industries and countries
- Sharpen your business and collaboration skills by actively working in teams on a business simulation synchronized with the daily classroom subjects and getting progressively complex during the week
- Benefit from immediate feedback to help you deliver short term results within the context of long term strategy



# How you will benefit

## Pre-attendance (1/2 day learning)

- Competency Profiling completed by yourself and your manager
- Self-Assessment to better understand your preferences using the Insights® tool
- Reading of selected relevant articles
- A 60 minute faculty led call to introduce the programme and participants to establish expectations

## During attendance (5 days)



## Post-attendance (1/2 day learning)

- Competency Profiling completed by yourself and your manager
- Participate in 2 post-programme group conference calls to support application and on-going learning and to build a community of practice
- Receive bi-weekly reminders or tweets on key themes for 3 months following the programme
- Coaching by MCE Faculty (optional: additional fee)

## Why participate in an MCE programme?

### TOP PROGRAMME

Almost 400,000 participants have taken part in an MCE Open Enrolment programme.

### PRACTICAL

Pragmatic approach to learning - learn today, apply tomorrow.

### FACILITATORS

MCE's Facilitators are experts in their field with extensive business experience.

### INTERNATIONAL

Global best practice and networking with peers from across EMEA.

### RECOGNISED

MCE is a top ranked learning provider with a unique offering in Leadership Skills and Business Acumen.

### RECOMMENDED

95% of our clients would come back for another programme and recommend MCE.

## PMI Certified

This programme has been reviewed and approved by the Project Management Institute® (PMI).

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# What will you learn and practise?

A Business Simulation will be used throughout the five days and will cover activities of five financial reporting years. You will work in teams of 3 to 4 people and your objective will be to maximise profitability and ROCE over the strategic 5 year period.

## Day 1 - Leadership

Key leadership competences, self profiling, reflection and feedback from facilitator and peers.

- Competency framework and organizational success
- Leadership Characteristics
- Emotional intelligence and personal insights discovery
- Situational Leadership
- Leadership & Management
- Business Simulation: Building Business Awareness

## Day 2 - Strategy & Marketing

Building and Executing Strategy—Learn the fundamentals of marketing and sales that underpin business success.

- Strategy roadmap & Competitive strategy
- Blue Ocean thinking
- Innovation
- Customer centricity
- Marketing & Sales – Essential Principles
- Business Simulation: Strategic thinking & Framing

## Day 3 - Marketing, Supply Chain & Business Models

- Market segmentation, targeting and positioning
- Marketing mix and branding
- Supply chain
- Business models
- Financial Statements – Profit & Loss Statement (P&L)
- Business Simulation: Finance & Strategy Implementation

## Day 4 - Financial Statements & Analysis Investment Appraisal

- Financial Statements – Balance Sheet
- Financial Statements – Cash Flow
- Financial Ratios
- Investment Appraisal Principles
- Investment Appraisal – Practice
- Business Simulation: Finance (continued) & Competitive Position

## Day 5 - Strategy Execution & Consolidation

- Finalization of the Business Simulation
- Strategy Execution
- Phoenix Case Study
- Leading Change (Change Management)
- Wrap up (incl. Simulation winners)
- Action plan and closing

## Booking details

 <b>Duration</b>	5 Days
 <b>Price</b>	€3950



ALSO AVAILABLE AS AN  
IN-COMPANY PROGRAMME

 **Register Now**

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