

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

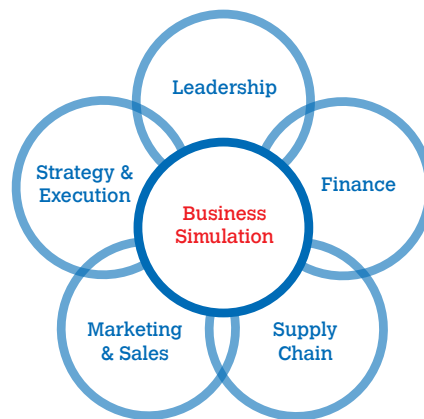


How you will benefit

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 practice?

A Business Simulation will be used through the whole week and will cover 5 periods of one year each. 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
- Self-Awareness and Behaviour Preferences
- Situational Leadership
- Feedback and Peer to Peer Feedback
- Business Simulation: Building Business Awareness
- Day 1 Reflection

Day 2 - Strategy & Finance

Building and Executing Strategy—Learn the Fundamentals of Finance that underpin business success.

- Leadership and Management
- Strategy Roadmap, Competitive Strategy
- Business Model
- Financial Statements
- Financial ratios
- Business Simulation: Strategic Thinking and Framing
- Day 2 Reflection

Day 3 - Marketing & Sales

Defining Customer's insights (needs, segmentation) and achieving success through marketing & sales strategies implementation.

- Marketing & Sales and where it fits in the Organization
- CVP, Brands and Segmentation
- Driving Growth and Blue Ocean
- Marketing Mix
- Competition and SWOT Analysis
- Sales
- Business Simulation: Finance and Strategy Execution
- Day 3 Reflection

Day 4 - Supply Chain & Investment Appraisal

Its importance in delivering the Customer Value Proposition (CVP).

- Sales and Supply Chain
- Investment Appraisal - Foundation
- Investment Appraisal - Practice
- Strategy Execution Framework
- Business Simulation: Competitive Positioning and Marketing
- Day 4 Reflection

Day 5 - Strategy Execution & Consolidation

Building and Executing Strategy—Learn the Fundamentals of Finance that underpin business success.

- Business Simulation Consolidation
- Strategy Execution - Phoenix Case Study
- Managing Change
- Peer to Peer Feedback
- Wrap up and Simulation Winners
- Action Plan and Closing

Booking details

 Duration	5 Days
 Price	€3950



Register at
www.mce.eu/Mini-MBA