



PROGRAM OVERVIEW

Program Title: Prestige PerformanceOne (PP1)

The Prestige PerformanceOne program is completed over a period of 12 months and is designed for Entrepreneurs launching new business concept. The program consists of a hybrid approach of leadership development and business coaching for the participants to successfully achieve their goals. This result driven program will enable them to develop a sustainable foundation for the business planning and implementation.



Type of training: Business & Leadership Skills Development

Program length: 12 months

WHO SHOULD ATTEND?

Entrepreneurs start-ups or within 3-5 years of business launch. Business owners looking to change direction or revamp their business concept, model, products and services. Businesses in trades or the service sectors.

INSTRUCTIONAL DELIVERY METHOD(S)

- Human performance technology (HPT)
- Lectures on best practices and live demonstrations
- Executive and Leadership Development Coaching
- Critical thinking activities
- Experiential learning (learning through reflection on doing)
- Action learning for effective adoption of concepts

STUDENT GROUPING

- 1:1 Leadership development and executive coaching via live virtual zoom sessions

START DATE

- Open for enrolment

PROGRAM INCLUDES

- Leadership development and executive coaching sessions scheduled over the defined program period.



- Access to dedicated library of best practices, examples & digital templates
- Access up to 150 relevant digital business development tools, customizable for the business situation
- Live video conferencing for tutoring and evaluations
- Secure collaboration portal

PROGRAM OUTLINE

Leaders will learn to hit the ground running with their business launch and get extraordinary results through Prestige PerformanceOne Program. This is a “pre-grant” qualification program that enables entrepreneurs to make progress in their business practices until they qualify for the business grants. During scheduled business performance coaching sessions as well as homework assignments, participants will improve their capabilities in key leadership areas by following the program modules identified in the “program components” section and achieving the defined instructional objectives.

DEFINED OBJECTIVES

- Developing a sustainable business foundation and plan
- Effective SWOT analysis & Strategic planning
- Determining key obstacles / risks, and managing them
- Identifying opportunities for growth by market audience
- Developing a well targeted client acquisition strategy and plan
- Improvement of business practices through zero based thinking
- Communication in business as an art form
- Mind-mapping, Mind-storming and brainstorming for optimum results
- Developing active leadership skills
- Building strategic partnerships
- Effective management and monitoring of key performance indicators
- Optimizing efficiency by effectively leveraging people, processes and technology

MEASURABLE OUTCOMES

- Clarity on market opportunities and competitive advantages
- Delivery of key components of the business operational plan
- Success by Intent and elimination of random Wins
- Reduction of unexpected risks
- Business model(s) re-engineered from ground up



- Business opportunities created by effective communication, relationship and partner management
- Implementable Execution Plan tailored to the business environment

ASSESSMENT METHOD(S)

The participants are required to complete various Case studies to apply the knowledge covered to their business situation. The participants submit their assignments to a secure & dedicated portal where the content is reviewed and evaluated.

- **Weekly assignments** that support the participants in understanding the concepts covered are reviewed and corrected as required
- **Various case studies** will be conducted where the Participants are assessed on their ability to apply the Program concepts of Essential Business Skills to their specific business situations.
- **Business simulation** to develop strategic thinking, decision making, problem solving, financial analysis, market analysis, operations, teamwork and leadership.
- **Completion requirements:** the candidate is required to complete the assignments, within the timeline required per topic.
- **A certificate of completion** will be issued to confirm the completion of this Program.

PROGRAM COMPONENTS

The Prestige PerformanceOne program consists of the following components:

Knowing Thyself	Communication behavioural assessment and debrief
Business Concept & Opportunity	Defining the business concept and revenue generating opportunities Defining your business offers and value to your customers Developing your mission & vision
The Company' Structure & Location	Structuring of the business Researching key locations potentials Defining the intellectual property components of the business and trademark requirements
Your Story ...	Developing your personal and business story
Operations Of The Business	Defining the operations of your business
Product And Services Offering	Developing the products and services offering
Growth Strategy	Developing a growth strategy for 1 to 5 years
Business Objectives	Defining business objectives



Targeted Customers	Defining target customers
Key Initiatives	Researching key initiatives to advance the brand
Competitive Advantages	Competitive advantage
Market Research	Market research – size, customers, competition & strategy
Developing Brand Identity	Developing brand identity
Developing Marketing Strategy	Developing marketing strategy
Messaging	Messaging strategy and brand communication
Sales Strategy	Developing a sales strategy
Corporate Management	Corporate and operational management
Key Risks	Developing a risk identification, management and mitigation plan
ROI	Business model and ROI
Key Financial Projections	Defining key financial projections
Financing Requirement & Implementation Plan	Look into financing requirements & timeline for implementation

PROGRAM FEES

Tuition Fees	GST	Total Fees	Total hours
\$ 9,661.68	\$ 483.08	\$ 10,144.76	56

PAYMENT OPTIONS:

- Full payment is required at the start of the program