



PROGRAM OVERVIEW

Program Title: Prestige Leadership For Executives (PLE)

The Prestige Leadership for Executives program is targeted at leadership teams in established and emerging companies who are looking for greater operational efficiencies and increasing market share while overcoming roadblocks and resistance to change. This program has been adapted to corporate structure, culture and complexities and the challenges typical to such environments. It includes a hybrid approach of leadership development training and executive coaching to enable executives to master the knowledge and execution of insights learned in a way that optimizes the outcome for their business.



Type of program: Business & Leadership Skills Development

Program length: 12 to 18 months

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 to 2 executives, 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

This program is designed to enable executives in business to create synergy, align strategies and complement strengths for maximum results. Business executives will learn the fundamentals of business success, tools and techniques to improve business practices. With the Human Performance technology as a systematic approach to improving productivity and competence, this program empowers participants to lead, inspire and succeed. During weekly executive coaching sessions as well as homework assignments business leaders will effectively plan, execute and monitor key performance indicators. A corrective action plan is incorporated into their operations to achieve results faster.

DEFINED OBJECTIVES

The following objectives can be further customized to match the needs to the executive and their business:

- Aligning strategies, goals and strengths for maximum results
- Development of a sustainable business foundation
- Understand and apply the 4 pillars of leadership
- Improvement of business practices through zero based thinking
- Understand the fundamentals for cumulative improvements & apply principals to the business
- Risk identification, management and monitoring
- Efficiency in capacity assessment & ability to execute on mandates
- Effectiveness in communication in any business situation
- Develop negotiation and influential skills in business
- Establish a memorable business identity and brand
- Develop client acquisition & marketing strategy
- Explore opportunities for growth
- Create an effective and engaging business environment through leveraging people, processes and technology
- Effective management and monitoring of key performance indicators
- Develop requests for proposals, requests for information or a business proposal
- Improving practices towards better customer centric business conduct

MEASURABLE OUTCOMES

- Clarity on market opportunities and competitive advantages
- Accelerated business transformation through greater leadership alignment
- Engaged and innovative team culture
- Targeted, effective and proactive client acquisition
- In-step and ahead of market and client needs
- Measured improvements in productivity and efficiency using key performance indicators

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 course 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 Leadership for Executives program is offered to Executives working in a large organization / complex corporate setting. It focuses on the 4 Pillars of Leadership (Foundation, Branding, Effectiveness, Growth) and their respective strategic topics. Furthermore, the program includes additional modules that focus on Public Speaking and Conversational Intelligence® Practices.

Strong emphasis on best practices for leaders in business will enable participants to optimize their synergy and amplify the quality of execution on their goals. Time, effort allocated to the activities and speed of the overall program are dependent on the participant’s adaptability, learning curve and completions time of the required activities.

Leadership pillar Course Components

Leadership pillar	Course Components
<i>Foundation</i>	Communication Style and Behavioral Assessment
	7 Keys To A Sound Business Architecture
	Back to the Future Method to defining your Top Ten Life Goals
	Gaining Clarity On Your Business Goals
	Gaining Clarity On Your Business : Definition, Purpose, Values, Mission, Vision
	Gaining Clarity On Your Products & Services
	Conducting SWOT Analysis On Your Current Business & Market
	Gaining Clarity On Your Market
	Understanding Your Ideal Customers
	Studying Your Competition
	Defining Your Business Model And Revenue Generating Streams
	Understanding Your Current Obstacles, Risks, Issues
	Understanding The Fundamentals Of Personal And Business Productivity



Leadership pillar Course Components

Leadership pillar	Course Components
<i>Branding</i>	Developing Your Business And Marketing Strategies
	Defining The Key Client Acquisition Channels
	Determining the Key Performance Indicators For Optimum Results
	Developing Your Business Plan
	Developing A Model For Core Values And Messaging
	Simplify And Clarify Core Product Identity
	Language Of Success
	Business Communication Strategy
	Raising Awareness Through Smart Social Media Channels
	Developing Engaging Website Content
	Optimizing Website Content & Messaging
	Defining Your Business Identity
	Developing Your Business Brand
	Strategic Building Of Your Business Network
Client Relationship Management	
<i>Effectiveness</i>	Defining your Corporate social responsibility (CSR)
	Client Retention Strategy
	Clarity on your operational management plan
	Defining your annual budget forecast
	Time management 101
	Defining the key roles needed in your business
	Defining the duties of all positions identified
	Defining the processes and procedures needed for the duties of each position
	Team Power: Staff hiring, engagement and retention strategies
	On-boarding the resources needed to execute on your operational plan
	Delegation 101
	Client Service Delivery
	Communication With Key Stakeholders
	Tracking Key Performance Indicators For Optimum Results
	The Power Of Leveraging In Business
	Operational Management & Effectiveness
	Team performance reviews, compensations and bonus calculations
Team recognitions and engagement	
Execution on your Corporate social responsibility (CSR)	
Financial review, management and execution	
Keys to Effective vendor management, contracting and administration	



Leadership pillar Course Components

<i>Growth – L1</i>	Correction action plan for all deviations from plans
	Management and monitoring
	7 ways To growing your business
	Identifying Unexplored Market Opportunities
	Developing New Products / Services
	Restructuring Your Business to incorporate additional products and services
	Refining Your Business Strategy & Plan
<i>Growth – L2</i>	Overcoming Major Obstacles
	On-Boarding the right resources to execute on your growth plan
	Levels of Customer satisfaction
	The 7 Ps of Business Development
	The Power Of Mindfulness In Business
	Introduction & Implementation Of Operational Improvements
	Fostering a high-performance Team Culture
<i>Growth – L3</i>	Nurturing Business Relationships
	Your business Life Cycle
	Your succession plan at critical levels in your organisation
	Learning To Achieve Leadership Through Competitiveness And Innovation
<i>Growth – L4</i>	Service sector: Developing Corporate Proposals And Responses (RFI, RFPs, etc.)
	Service sector: Developing Presentations To Clients, Prospects and Strategic Alliances
<i>Public Speaking CIQ® MODULE</i>	Art Of Communication In Business Public Speaking 101
	Conversational intelligence® concepts and practices to improve communication, relationships, creativity and overall performance

PROGRAM FEES^{i ii}

Program Code	Tuition Fees	GST	Total Fees	Total hours
PLE	\$ 28,500.00	\$ 1,425.00	\$ 29,925.00	95

PAYMENT OPTIONS:

- Full paymentⁱⁱⁱ is required at the start of the program

ⁱ Based on single payment per participant.

ⁱⁱ Prestige Academy reserves the right to change pricing without prior notice.

ⁱⁱⁱ For structured payment and financing options, contact Prestige Academy for quotations.