

PROGRAM OVERVIEW

Program Title: Prestige Leadership Success - CORE (PLS-C)

The Prestige Leadership Success- CORE program is designed for businesses aiming to improve their leadership skills and achieve competitive advantage through improved communication, driving greater operational effectiveness and excelling the quality of deliverables.

Type of training: Business & Leadership Skills Development

Program length: 3 to 4 months



INSTRUCTIONAL DELIVERY METHOD(S)

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

STUDENT GROUPING

- Individual, 1:1 instructional training, in person or via distance learning

START DATE

- Open for enrolment

TRAINING INCLUDES

- Instructional lessons, scheduled over the program duration period
- Digital tools, practice exercises, business labs and homework
- Live video conferencing for tutoring and evaluations

PROGRAM OUTLINE

During bi-weekly training sessions as well as homework assignments, participants will improve their capabilities in key leadership areas.

1. Strategic & operational planning
2. Effectiveness & operational execution
3. Developing a competitive advantage



4. Leadership skills development & succession

DEFINED INSTRUCTIONAL OBJECTIVES

- a. Identifying opportunities for growth by market audience
- b. Developing a well targeted client acquisition strategy and plan
- c. Improvement of business practices through zero based thinking
- d. Communication in business as an art form
- e. Mind-mapping, Mind-storming and brainstorming for optimum results
- f. Developing active leadership skills
- g. Building strategic partnerships
- h. Effective management and monitoring of key performance indicators
- i. Develop business proposals & presentations
- j. Improving performance through a cumulative improvement's strategy

MEASURABLE LEARNING OUTCOMES

- a. Clarity on market opportunities and competitive advantages
- b. Success by Intent and elimination of random Wins
- c. Reduction of unexpected risks
- d. Business model(s) re-engineered from ground up
- e. Business opportunities created by effective communication, relationship and partner management
- f. Implementable Execution Plan tailored to the business environment

ASSESSMENT METHOD(S)

The participants are required to complete various Case studies to apply the knowledge learned. This includes:

- **Weekly assignments** to understand and apply the concepts learned
- **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 training.



COURSE COMPONENTS

Prestige Leadership Success - Core program consists of the following components:

1. Strategic Alignment

- Client service & retention strategy
- The power of leverage

2. Effectiveness & operational execution

- Streamlining your processes for success
- Time management 101
- Optimize business productivity
- Improving operational effectiveness
- Client relationship management
- Monitoring, measuring & assessment
- Corrective action plan

3. Developing a competitive advantage

- Identifying unexplored market opportunities
- Achieve leadership through competitiveness and innovation
- Developing new products / services, or repackaging current products/services
- Building strategic partnerships
- Nurturing Business Relationships
- Developing corporate proposals
- Developing presentations to clients
- Continuous improvement

4. Leadership skills development

- Improvement of business practices through zero based thinking
- Mindfulness
- Mind-mapping, Mind-storming and brainstorming for optimum results
- Delegation 101
- Developing active leadership skills
- Communication in business as an art form
- Improving verbal presentation & public speaking skills to “C” level management



TRAINING COURSE TUITION ^{i ii}

Program Code	Tuition Fees	GST	Total Fees	Total training hours
PLS-C	\$5,850.00	\$292.50	\$6,142.50	30

PAYMENT OPTIONS:

- Full paymentⁱⁱⁱ is required at the start of the program

LEADERSHIP DEVELOPMENT TRAINER: GALIA SHUKR

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.