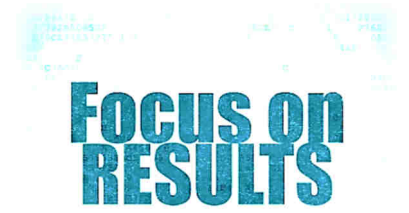




## PROGRAM OVERVIEW

**Program Title:** Prestige Business Focus (PBF)

The Prestige Business Focus program will enable participants to learn the fundamentals of business success, relevant tools, and proven techniques to improve business practices and overall performance. Through the power of leveraging, participants will learn how to multiply their outcomes with the resources available to them. This result-driven program focuses on three pillars of leadership and their associated topics.



**Type of training:** Business & Leadership Skills Development

**Program length:** 10 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, LIVE remote 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

The program outline is as follows: this leadership program will enable committed participants to bring Focus to their business while upgrading their management skills through proven strategies, relevant tools, and action-driven application exercises. With the Human Performance technology and approach,



this program empowers participants to achieve a sustainable personal and business transformation and higher results. During weekly or bi-monthly training sessions and homework assignments, participants will effectively plan, execute and monitor key performance indicators.

### DEFINED INSTRUCTIONAL OBJECTIVES

- Understanding the three pillars of leadership
- Improving communication and influential skills in any business situation
- Developing a sustainable business foundation
- Developing a memorable business and brand identity
- Optimizing effectiveness through leveraging people, processes and technology
- Improving business practices
- Applying the cumulative improvements to specific business situations

### MEASURABLE LEARNING OUTCOMES

- Clarity on market opportunities and competitive advantages
- Success by Intent and elimination of random Wins
- Improved Focus and prioritization
- Talented and accountable workforce
- Business opportunities created by effective communication and relationship management
- Improved issue remediation and client retention
- Measured improvements in productivity, process efficiency and marketing effectiveness using key performance indicators

### ASSESSMENT METHOD(S)

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

- **Weekly assignments** to understand and apply the concepts learned
- **Completion requirements:** the candidate must complete the assignments within the timeline allocated per topic.

**A certificate of completion**, a testament to your commitment and growth, will be issued to confirm the successful completion of this training.



**COURSE COMPONENTS**

The Prestige Business Focus program focuses on 3 Pillars of Leadership and their respective strategic topics:

<i>Leadership Pillars</i>	<i>Course Components</i>
<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, and Issues
	Understanding The Fundamentals Of Personal And Business Productivity
	Developing Your Business And Marketing Strategies
Defining The Key Client Acquisition Channels	
Determining the Key Performance Indicators For Optimum Results	
<i>Branding</i>	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	
Defining your Corporate social responsibility (CSR)	
Client Retention Strategy	
<i>Effectiveness</i>	Clarity on your operational management plan
	Defining your annual budget forecast
	Time management 101
	Defining the critical 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 your operational plan



Leadership Pillars

Course Components

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 recognition and engagement
Execution of your Corporate social responsibility (CSR)
Financial review, management and execution
Keys to Effective vendor management, contracting and administration
Correction action plan for all deviations from plans
Management and monitoring

Effective communication is an integral part of each component, and participants will learn how to apply techniques in their respective business situations.

TRAINING COURSE TUITION<sup>i ii</sup>

Program Code	Tuition Fees	GST	Total Fees	Total training hours
PBF	\$9,250	\$462.50	\$9,712.50	37

PAYMENT OPTIONS:

- Full payment<sup>iii</sup> is required at the start of the program

LEADERSHIP DEVELOPMENT TRAINER:

Prestige Academy Certified Professionals

<sup>i</sup> Based on single payment per participant.

<sup>ii</sup> Prestige Academy reserves the right to change pricing without prior notice.

<sup>iii</sup> Contact Prestige Academy for quotations for structured payment and financing options.