



PROGRAM OVERVIEW

Program Title: Prestige Leadership Mastery (PLM)

The Prestige Leadership Mastery program targets growing companies looking to establish a solid organizational and high-performance culture to overcome roadblocks and enable market growth opportunities. This Program has been adapted to the business structure, culture, complexities, and challenging environments.



Type of Program: Business & Leadership Skills Development

Program length: 12 to 15 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

- 1:1 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 a 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 is about strengthening your management style and empowering you to create synergy, align strategies, and complement strengths across your organization. You will learn the fundamentals of business success, tools, and techniques to improve business practices. With Human Performance technology as a systematic approach to improving productivity and competence, this Program is designed to inspire and empower you to lead and succeed. Through weekly executive coaching sessions and homework assignments, you will effectively plan, execute, and monitor key performance indicators. A corrective action plan is incorporated into your 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 four pillars of leadership
- Improvement of business practices through zero-based thinking
- Understand the fundamentals for cumulative improvements & apply principles 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
- Acquire and retain talent aligned with the business culture and philosophy
- Develop talent and build competencies aligned with the business model
- Create clarity on roles & responsibilities within the organizational structure
- Master the art of delegation
- Develop a leadership team and support structure
- Create a compelling and engaging business environment by leveraging people, processes and technology
- Effective management and monitoring of key performance indicators
- 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 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**, a testament to your commitment and growth, will be issued to confirm the successful completion of this training.

PROGRAM COMPONENTS

The Prestige Leadership Mastery program is offered to Leaders/Business Owners in small- to medium-sized businesses. This Program focuses on the 4 Pillars of Leadership (Foundation, Branding, Effectiveness, Growth) and their respective strategic topics. Furthermore, this Program includes additional modules focusing on expansion, Exit Strategy, Public Speaking, Conversational Intelligence® and Positive Intelligence® Practices. Strong emphasis on best practices for business leaders will enable the participants to optimize their synergy and amplify the quality of execution of their goals. The program objectives will determine the time allocated to each component defined below. Time, effort allocated to the activities, and overall program speed depend on the participants' adaptability, learning curve, and completion time for the required activities.

Leadership pillar Course Components

<i>Leadership pillar</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



Leadership pillar Course Components

Branding

- 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
- 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

Effectiveness

- 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 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
- 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



Leadership pillar Course Components

<i>Growth</i>	Seven 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
	Overcoming Major Obstacles
<i>Exit Strategy</i>	Your Exit Strategy Goals, Strategy, Plan, Risks Key obstacles, resources and execution requirements
<i>Public Speaking</i>	Art Of Communication In Business Public Speaking 101
<i>CIQ® MODULE</i>	Conversational intelligence® concepts and practices to improve communication, relationships, creativity and overall performance
<i>PQ® Module</i>	Positive Intelligence® concepts and practices to improve performance, effectiveness and work/life balance

PROGRAM FEES^{i ii}

Program Code	Tuition Fees	GST	Total Fees	Total hours
PLM	\$19,200.00	\$960.00	\$20,160.00	64

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 Contact Prestige Academy for quotations for structured payment and financing options.