



Online Training Course

Mini MBA: Leadership for Emerging Women Leaders

UPCOMING SESSION

07 - 11 Mar 2021
11:00 to 16:00 Dubai [GMT +4]
Fees: \$2,350

THE CERTIFICATE

An Anderson e-Certificate will be provided to delegates who attend and complete the online training course

ONLINE TRAINING COURSE OVERVIEW

Are you confident in leading and managing your organisation? This Anderson online training course covers the key topics addressed by Executive MBA's, focused on the needs and challenges of women managers or would-be managers. Having an understanding and working knowledge of people management, marketing, finance, and strategy is essential for any manager worth their salt. In addition, there is a need for key skills: influence and negotiation, to deliver great results.

This Anderson online training course offers delegates the chance to apply theories and practice skills in a safe environment – to overcome obstacles and gain confidence. Delivered in a fun and participative manner, participants will take back new ideas and ways of working which will enable them to deliver results!

This online training course will feature:

- An understanding of the management of people and how to manage performance
- Acquire key marketing skills to achieve business success
- Learn to set work priorities in order to meet strategic aims
- Learn the fundamentals of finance, enabling you to understand key principles
- Develop leadership skills to influence others and negotiate successfully

THE COURSE CONTENT

Day 1: People and Performance

- Understand the HR cycle
- Understand key elements of recruitment, selection, induction, retention and development of staff
- Develop capabilities in use of competencies in selection and development
- Enhance skills in conducting appraisals & managing performance
- Develop skills and confidence in giving and receiving feedback
- Recognise importance and value of partnership working

Day 2: Marketing in Action

- Understand the 5 essential areas of marketing & their critical role
- Apply analysis of macro & micro environments for strategic decision-making
- Learn techniques for successful relationship building with key audiences
- Learn to use marketing communications mix for single activities and campaigns
- Develop knowledge of frameworks for planning marketing communication activities
- Gain understanding of elements of a brand and its consistent use on- and off-line

Day 3: Strategic Change

- Understand key concepts in development of strategies
- Understand how objectives and plans must align with corporate strategy
- Develop skills in identifying and managing risks
- Consider the human impact of change and uncertainty
- Learn how to overcome barriers to effective strategy implementation
- Link theory to practice: how strategy affects every job

Day 4: Finance for Managers

- Use financial knowledge to help manage a company in today's business environment
- Understand why good financial information is critical to company success
- Understand and analyse financial statements
- Apply appropriate financial measures to financial statements to assess viability
- Use financial knowledge to make more effective decisions
- Use case studies to prepare financial statements

Day 5: Negotiation and Influence Skills

- Develop skills and attitudes to deliver 'Win-Win' negotiation outcomes
- Acquire knowledge of influencing strategies
- Conduct stakeholder analyses
- Prepare influence diagrams
- Learn tactics for successful negotiations
- Understand your opponent's negotiating style and tactics

ONLINE TRAINING COURSE OBJECTIVES

By attending this Anderson online training course, delegates will be able to:

- Manage subordinates, peers and line managers effectively
- Work with marketing colleagues to deliver key messages to customers
- Understand how day to day tasks support achievement of objectives
- Gain a working knowledge of financial statements and how to use the information
- Enhance leadership skills: influencing and negotiating

DESIGNED FOR

This Anderson online training course is designed for women in organisations who have leadership & management responsibilities or are aspiring managers. It is also relevant to men who are working closely with women managers and wish to be more effective in collaborating with them.

This online training course is suitable to a wide range of professionals but will greatly benefit women who are:

- New to a supervisory or managerial role
- In need of leadership development to be more effective
- Wanting to gain management knowledge to work with or for others
- Project managers, professionals or team leaders wanting to gain business acumen