



## Certificate in Business Essentials

### Identifying and Managing Development Priorities

#### ► Upcoming Sessions

16-20 Sep 2024	Amsterdam - The Netherlands	\$5,950
18-22 Nov 2024	Lisbon - Portugal	\$5,950
24-28 Feb 2025	Paris - France	\$5,950
16-20 Jun 2025	Dubai - UAE	\$5,950
15-19 Sep 2025	Amsterdam - The Netherlands	\$5,950

#### ► Training Details

##### Training Course Overview

Competition across all markets is fierce, prompting shifts in business paradigms. Companies require adept teams capable of discerning strategies to uphold superior performance, fostering collaboration, and applying high-level leadership to fulfill customer and stakeholder expectations. Recognizing that no company can pursue every opportunity, prioritization and effective project execution become paramount in sustaining excellence.

This renowned Anderson training course empowers you to cultivate proactive approaches and techniques for managing these demands. You'll learn to translate strategy and planning into actionable steps, effectively delivering on your company's objectives.

##### Training Course Objectives

**By the end of this Anderson training course, you will be able to:**

- Create action projects out of strategic programmes
- Collaborate with partners to select priority projects and activities
- Apply leading-edge tools and techniques of project management
- Retaining control as part of effective project implementation
- Lead and manage teams in a "built to change" business environment

##### Designed For

**This Anderson training course is suitable to a wide range of professionals but will greatly benefit:**

- Product and service development staff
- Team leaders, supervisors, section heads and managers
- Professionals who are taking up a first management position
- Experienced general managers who wish to update their knowledge and skills
- Project managers
- Business managers

- ▶ Human resource development specialists
- ▶ Anyone involved in setting targets and managing progress towards business goals

## ▶ Training Details

### Day One: Identifying Development Opportunities

- ▶ Project definition, selection, focus and concentration of effort
- ▶ Aligning projects with main strategic programmes
- ▶ Contemporary best practice guidelines in project management
- ▶ Evaluating and establishing priorities to achieve agreed goals
- ▶ Project planning and agreeing the review processes
- ▶ Case example or case study on today's topics

### Day Two: Project Definition, Management and Control

- ▶ Effective project definition techniques
- ▶ Setting project scope and terms of reference
- ▶ Internal and external negotiation and agreement
- ▶ Project execution – including collaboration and outsourcing
- ▶ Keeping projects under effective control
- ▶ Case example or case study on today's topics

### Day Three: Leadership that Delivers Results

- ▶ Team leadership, review, adjustment and control
- ▶ Leading and managing internal/external/hybrid team structures
- ▶ Creating vision, mission and values for the future
- ▶ Understanding and managing internal and external expectations
- ▶ Project leadership as a continuous development process
- ▶ Case example or case study on today's topics

### Day Four: Entrepreneurship in Business Development

- ▶ Building an entrepreneurial culture in your teams
- ▶ Team-based models of business development
- ▶ Financial and non-financial aspects of entrepreneurial activities
- ▶ Balancing and managing risk and reward in business development
- ▶ Retaining an entrepreneurial culture as an organisation grows and matures
- ▶ Case example or case study on today's topics

### Day Five: The Quest for Continuous Innovation

- ▶ Innovation – the most significant part of business development
- ▶ The difference between a sustaining and a disruptive innovation
- ▶ Balancing sustaining and disruptive innovations in business strategy
- ▶ Managing the life-cycles of products, services and strategies
- ▶ Case example or case study to synthesise the whole course
- ▶ Discussion – delegates' plans for follow-up action

## ▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

## ▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

**Request for a Tailor-made training and educational experience for your organization now:**

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