

One Day Workshop On **Strategic Marketing**

Why This Workshop

As business becomes more turbulent, and competitive, it gets even more important for business organisations to evolve a marketing strategy that (a) takes into account market trends and competitive forces and (b) is aligned with its competitive strategy, core competencies and strategic resources. The workshop will enable marketers to evolve more robust marketing strategies, which can withstand strong and hostile macro-environmental, market and competitive forces. Appreciation and use of strategic marketing can also enable business executives to contribute more meaningfully to planning at the SBU and corporate levels.

Knowledge & Skills Gained

1. Understand and appreciate the key concepts of competitive strategy; the Resource Based View of the organization; and strategic marketing, the importance of aligning the segmentation and positioning to the firm's chosen competitive strategy.
2. The concept of Marketing Mix; the extended Marketing Mix (for Services); and the components of each element of the Marketing Mix.
3. The flow of the strategic planning process-from Core Competencies and Strategic Resources to Competitive Strategy to Segmentation and Positioning to detailing the Marketing Mix.

One Day Workshop On **Strategic Cost Management**

Why This Workshop?

This course will focus on the costs. Like everything in the contemporary world, costs have also to be understood in its modern avatar. No longer can an entrepreneur in India show ignorance of the business developments in countries like Peru or Cambodia, leave aside China and Mexico. Hence, this workshop on Strategic Cost Management. This course will expose you to the best practices and experiences to build upon the emerging critical need in today's business world viz to deliver your dream strategy you need to have a good understanding of your costs and a good strategy of handling them. The course will dwell upon the promise and practices of Strategic Cost Management in today's global business and expand upon the SCM strategies that successful global business groups follow to maintain their high growth platforms.

Knowledge and skills gained

The 1 day workshop on Strategic Cost Management will help the participants to answer:

- What are my costs?
- How do I understand my costs in a global setting?
- What are the ingredients of a successful Strategic Cost Management in today's globalized competitive world?
- How do I evaluate my company's need for Strategic Cost Management?
- How do I prepare my strategic plan for Strategic Cost Management?

Presents One Day Workshop on

Passion for Results

- Build and Sustain a Culture of High Expectations, Passion and Enthusiasm that Drives Results

Knowledge & Skills to be Gained

1. Activate the deep energy that moves you to peak performance
2. Avoid the commonly accepted workplace behaviors that actually inhibit everyone performance
3. Build a more participative work environment to improve performance
4. Create responsibility and drive ownership for results
5. Recognize the clues that ignite passion and focus
6. Create environment that helps retain valuable employees
7. Influence and motivate difficult employees

Program Topics

• Program Overview :

1. Create Meaning in The Work

- o Clarifying Purpose
- o Vision as forceful Motivator for Change and Success
- o Process of Creating and Sharing a Clear Inspiring Vision
- o Setting Standards and Inspiring the Team
- o Global Case, Exercises and Video Based Session

2. Harness Willpower to Achieve Results

- o Intrinsic Motivation vs. Hygiene factors
- o Creating Responsibility – Locus of Control
- o Emotional Energy
- o Amplify Bias for Purposeful Action through Focus and Energy
- o Self Evaluation, Case and Video based session

3. The Power of Expectation

- o Belief in Self and Others
- o Setting and Communicating High Expectations
- o Supporting and Create Enabling Environment
- o Pygmalion Effect in achieving results
- o Case, Discussion, and supported by Video Clips

4. Employee Engagement in Building Commitment

- o Engagement as tool to Create Ownership and Build Morale
- o Link between Morale and Performance
- o Managerial style to Engage the team
- o Activity and Exercise based session

5. Key Learning & Action Plans

Two days Workshop on

Emotional Intelligence to Achieve Success in Personal and Professional Life

Program Topics

- Program Overview
- Balance IQ and EQ: Be Highly Effective
- Realign Emotional Profile: Secure Success
- Toolkit to Understanding EI Competencies
- Build an Inspiring Leadership Profile
- Enjoy and Enhance Mental Productivity
- Evolve a Personality profile with an Edge
- Be a Visionary: be Creative
- Let Others Find a Leader in You
- Key learning's and action plans

This workshop will guide you to :

- Discover and explore self (stress, attitude, EQ).
- Practice sessions to maximize benefits and minimize harmful effects of emotions
- Video clips to identify EI competencies.
- Games/exercises to feel the power of emotions
- The workshop is a guided tour of "Why we do what we do. In case I want to change, how to go about it."