

Business Management Workshop

Summary

Under the competitive modern business environment, the business leaders should not see their jobs from their department's perspective, but the business perspective. That means each leader should not see themselves as supervisor, but the businessman. To help the leaders to see the competitions from the business perspective, hence this workshop is to put the participants in the GM's level, how to analyze the current situation, and develop the business management plan accordingly.

The process of this training is conducted as workshop, the process flow as:

- The facilitator do the lecture of the theory
- Participants' will use the retailing case as the workshop case
- The facilitator will facilitate the participant to give and receive the comments from others

For the capability of the development of business management plan, the contents are including:

- Business Model: There are 9 modules in the business model. It is a great tool for the business analysis.
- Situation Analysis: To take the consideration of the the external and internal factors into the SWOT analysis, to determine the opportunities and problems.
- Vision and Goals: to identify the difference between vision and goal. To set the vision to create the consensus within the team, and set SMART goals.
- Strategies and Tactical: Adapt the Strategy Map tool to understand the whole view how the business is working.
- Communication and Evaluation: Develop the strategy story for the communication. Identify how the evaluation had been done.

The best of the workshop is use the participants' own case into the workshop. The participants work on the materials they deal by daily base. That is the best way to boost the performance of the workshop.

Business Management Workshop			
Module	Descriptions	Time	Activity
Introduction	<ul style="list-style-type: none"> • Opening by host • Ice-breaking • Ground rules • Introduction of Workshop • Discussion: the challenges of the business 	30 min	<ul style="list-style-type: none"> • Lecture • Facilitation activity • Group discussion
Module 1 Business Module	<ul style="list-style-type: none"> • 9 modules of the business module • Activity: <ul style="list-style-type: none"> - Select the case for the workshop among the participants - Develop the 9 modules of the business model 	180 min	<ul style="list-style-type: none"> • Lecture • Facilitation activity • Group discussion
Module 2 Situation Analysis	<ul style="list-style-type: none"> • The channels of the information collection • External factors: Economy, Society, Technology, Regulation • Competition analysis • SWOT analysis • Critical Success Factors • Opportunities and Problems • Activity: <ul style="list-style-type: none"> - SWOT analysis - Identify the opportunities and problems 	180 min	<ul style="list-style-type: none"> • Lecture • Facilitation activity • Group discussion • Cross group discussion
Module 3 Vision and Goals	<ul style="list-style-type: none"> • What is the vision and mission • SMART goals • Activity: Develop the vision, mission and goals 	90 min	<ul style="list-style-type: none"> • Lecture • Facilitation activity • Group discussion • Cross group discussion
Module 4 Strategies and Tactical	<ul style="list-style-type: none"> • The Strategy Map <ul style="list-style-type: none"> - Financial perspective - Customer perspective - Process perspective - Capability perspective • Identify the strategies • Develop the tactical (action plan) • Activity: Develop the strategy map 	150 min	<ul style="list-style-type: none"> • Lecture • Facilitation activity • Group discussion • Cross group discussion

Module 5 Communi- cation and Evaluation	<ul style="list-style-type: none"> • Develop the story for communication • How to calculate the expense and investment • How to calculate the ROI • Activity: To draft the story, and communicate it. 	150 min	<ul style="list-style-type: none"> • Lecture • Facilitation activ- ity • Group discussion • Cross group dis- cussion
<p>Break: 15 minutes each, each session for the morning and afternoon Lunch: 1 hour</p>			
Total workshop time			2 days