

# GULF INSTITUTE



WINNER OF THE AWARD FOR THE BEST  
TRAINING INSTITUTE IN THE GULF

# Good to Great Building and Sustaining Long-Term Business Success

## INTRODUCTION

- This leading edge Good to Great training course will provide you with the principles, practical techniques and skills you need to help your organisation to build the long-term success enjoyed by today's greatest businesses. This hands-on workshop style course will take you through the vital stages in developing a framework for supercharging business performance – from strategic planning and implementation through to effective business performance management and the vital processes to systematically scan for and identify threats from emerging strategies and disruptive innovation.

### This training course will highlight:

- Strategic planning fundamentals
- Developing key financial and non-financial performance measures
- Building and leading winning teams
- Effective planning and forecasting techniques
- Essentials of strategic decision-making
- Avoiding the common causes of business failure

## OBJECTIVES

- This practical workshop style training course has been designed to equip you with the principles, tools and techniques to make a practical contribution to the sustainable performance of your organisation, focusing on the development, implementation and execution of winning business models.

### At the end of this training course, you will learn to:

- Develop and apply strategic thinking to business planning
- Design and implement business performance management systems
- How to build and lead winning teams
- Apply practical skills for forecasting and decision-making
- Implement a strategic approach to cost management and reduction
- Identify the most significant threats to the survival of your business

## TRAINING METHODOLOGY

- This training course will be structured as a highly participative workshop with formal presentations, case studies and interactive worked examples. Relevant examples and case studies are provided to illustrate the application of each of the topics covered and opportunities are provided to learn and apply the key principles using practical examples and exercises.

## ORGANISATIONAL IMPACT

- The organisation will benefit directly from the development of an up to date knowledge of the best practice of business planning and performance management, as well as the adoption of a strategic approach to business management and decision-making. Specific benefits will include:
- Raised strategic awareness and thinking
- Awareness of world-class performance management systems
- Practical skills in team building and leadership
- Application of valuable skills in forecasting and decision-making
- Raised awareness of the common risks and threats to business survival

## PERSONAL IMPACT

- Delegates will acquire the tools, techniques and skills to actively participate in a business performance management system that takes an organisation from strategy development through to implementation, execution and control. Participants will develop a set of highly relevant take-away benefits that will aid the company and their own career development. Specific benefits will include:
- Ability to use tools for strategic analysis and strategy formulation
- Practical knowledge of business performance management frameworks
- Ability to build and lead winning work teams
- Hands-on use of tools for forecasting and decision-making
- Latest thinking on business model disruption and avoidance methods

## WHO SHOULD ATTEND?

- This training course will be highly relevant to the development needs of a wide-range of business professionals from both “front-line” operative functions, as well as the important support functions in modern organisations from both the private and public sector; both in commercial businesses, government and not-for-profit organisations.

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

- Team Members in front-line operations
- Supply Chain and Logistics Specialists
- HR and Talent Management Team Members
- Planning and Finance Professionals
- Commercial and Legal Team Specialists

## Course Outline

### Good to Great Fundamentals

- What makes a great organisation?
- Identifying and Balancing Stakeholder Needs
- An Effective Business Performance Management Framework
- Fundamentals of Business Strategy
- Strategic Analysis and Interpretation
- Formulating an Effective Competitive Strategy
- Developing a Winning Business Model

### Measuring and Managing Business Performance

- Business Performance Measurement Concepts
- Understanding and Improving Return On Investment
- Tools for Developing Key Performance Indicators (KPI's)
- Developing and Using Dashboards

### Building and Leading Winning Teams

- The Vital Difference between Management and Leadership
- Understanding Organisational Culture
- Building and Leading Winning Teams
- Successfully Managing Organisational Change

### Planning, Budgeting and Forecasting Techniques

- Traditional Budgetary Control Systems
- Behavioural Aspects of Budgeting
- Implementing Adaptive Management Processes
- Fundamentals of Business Forecasting
- Understanding and Using Rolling Forecasts
- An Integrated Approach to Risk Management
- Forecasts and Sensitivity Analysis

## Effective Performance Management and Decision-making

- Principles of Responsibility Accounting
- Understanding the Drivers of Profitability
- Traditional and Advanced Approach to Cost Management
- Strategic Decision-making Techniques
- A Strategic Approach to Cost Reduction
- Fundamentals of Investment Decision-making
- Designing and Using Balanced Scorecards

## How the Mighty Fall – Understanding and Avoiding Business Failure

- Success is a Killer – The Importance of Urgency
- How the Mighty Fall – Five Stages of Decline
- Understanding Business Model Disruption
- The Threat from Disruptive Innovation
- Innovation Killers – How Best Practice Kills Businesses
- Good to Great - Built to Last

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