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*'One of the best courses  
I have attended'*

Libby Koivio, National Sales Manager,  
Estee Lauder

*'Content and delivery exceptional'*

Simon Morgan, London Bridge Associates Ltd

*'A privilege to take part in this very  
interesting course that combined all  
aspects of business improvement.  
Very good content and presentation'*

Martin Denman, Manager, Chromalloy UK Ltd

# THE 5 DAY MBA

## DEVELOPING THE HIGH PERFORMANCE MANAGER

26 September - 1 October 2010 • 21 - 26 November 2010

6-12 February 2011 • 5-10 June 2011

The fast track senior management programme for high performance managers and directors who work in critical roles and need an intensive course to cover the key areas that drive success and profit in business today!

  
INVESTOR IN PEOPLE

  
CPD  
MEMBER  
The CPD Certification  
Service

## Welcome to Kaplan Hawksmere’s flagship programme

This fast track senior management development programme has been designed for high performance managers like you – who work in critical roles and need an intensive course to cover the key areas that drive profit in business today! This course is a must-attend event for all senior managers, departmental and functional managers and directors preparing for, or already in, a senior or strategic management position.

### Is it the right programme for me?

If you have the drive and vision to take your current role to the next level, and you want to distinguish yourself as a truly high-performance manager, then this is the right programme for you!

### What’s in it for me?

You will gain a complete and thorough grounding in all the critical management functions including strategy, marketing, finance, people management and integrated management. By the end of the week you will have worked through several case studies, made numerous contacts and heard from some of the best business trainers in the field today!

### What’s in it for my company?

Not only will you have completed our fast-track management development programme, but by the end of the five days you will have a complete strategic business planning toolkit which you can take to the workplace and start implementing immediately!

### Why choose the 5 Day MBA?

As leaders in senior management training, Kaplan Hawksmere has developed this programme in a five-day residential format using the core principles of a business school MBA. This residential format allows delegates to overcome their day-to-day operational demands and focus on developing themselves and their business.

Whether you are considering attending this programme yourself or recommending it to your colleagues, ‘The 5 day MBA!’™ – developing the high performance manager, enables delegates to transform their skills immediately and inject new vigour into their role. Your investment in these five days will prove as rewarding as it has done for thousands before you. We look forward to welcoming you on the programme soon and our customer services team would be delighted to help if you have any questions regarding the course, just call us now on **0845 833 3212** or visit **[www.5daymba.co.uk](http://www.5daymba.co.uk)**

**Annabel Davies**  
Director, Kaplan Hawksmere

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## Turning ideas into business success

Individuals within companies are full of creative ideas for business success. Turning these ideas into results needs a better vehicle, a process, a way of thinking to structure the thoughts of those aspiring to become a truly high-performance manager. In these five vital days we will help you to better understand your business, or business area, make solid decisions and then implement those decisions for business and personal success:

### 1 Understand the business

- Get a thorough insight into your business from its many different dimensions
- Discover the different options open to you for achieving business objectives and targets
- For each business issue – appreciate the links between the different functional areas

### 2 Make decisions

- Decide or propose a decision with conviction and confidence
- Plan for improvement and success – clear logical and coherent planning
- Be committed and get commitment from others on the decisions and plans

*‘Sanjeev is an excellent and amusing presenter – made it very easy to learn and remember.’*

**Sarah Wadham, Director, SJW Corporate Services**

### 3 Implement improvement changes

- Having understood and decided, go to action with greater confidence
- Manage the constraints and opportunities
- Manage and lead individuals and teams in making it all work
- Measure the progress of your actions and adjust the course to remain on target

### Turning the learning into results – your business case

During the programme we will cover many tools, techniques and concepts. Their true value however is in being able to apply them to your real business. How will we achieve this? In workshop teams you will choose a real business to start up, grow or acquire. Each evening we will apply the techniques learned to this business idea through to planning. In this way the conversion of learning to usage is more certain and provides a fun way to learn.

As someone committed to your own personal success in business and the success of your organisation, I look forward to welcoming you on this programme and to help you to develop your career as a high-performance manager. I am confident the investment in these five days will prove as rewarding for you as it has done for thousands before you!

**Sanjeev Loomba,  
Programme Director**

## Keeping it real

The programme has been designed to help you apply key tools and techniques quickly and efficiently in your business or business area. There are three main ways in which we do this:

- 1 Choosing the best presenters – every time we run ‘The 5 day MBA!’™ – developing the high performance manager, we draw from a superior faculty to put together a speaker panel that will provide hands-on experience and maintain a high level of stimulation throughout the week
- 2 Interactivity between delegates – pooling the combined talents and knowledge of everyone attending the programme we promote interactivity between delegates with a discursive workshop style
- 3 Using real business situations and cases – applying the tools and techniques to resolve real business issues, delegates work through real life case studies, culminating in a group presentation at the end of the week

## Who should attend?

Any senior manager or director who is in a general management role or fast approaching such a position. Reasons given by previous delegates for attending the programme include:

- Promotion to ‘generalist’ roles from functional specialisation
- Contributing to the growth of my organisation
- Guiding my company to profitability
- Personal career development
- A ‘taster’ before embarking upon an academic MBA programme
- Broadening of business expertise for those from the public and not-for-profit sectors
- Personal recommendation by previous delegates

Because of the residential format, delegates are afforded the time to immerse themselves fully in the experience and gain more from the programme.

# 01 Monday

## Knowing your market and business environment Business strategy

### Key benefits of the day

- 1 Generating and evaluating creative, innovative strategic options
- 2 Focusing your strategic thinking on lines of enquiry most likely to lead to strategic breakthrough
- 3 Becoming familiar with key techniques of external analysis and how this can be simplified and accelerated
- 4 Understanding the role of leadership and vision in strategy more clearly
- 5 Being able to prioritise implementation strategies
- 6 Building confidence in managing the strategic process yourself

### Content

As Business Strategy is the route towards our goals and objectives, it belongs to and is the responsibility of every manager and decision-maker at all levels, be it corporate, strategic business unit or departmental. We must all then understand it, plan it and implement it. This module emphasises the importance of taking a wide view or ‘helicopter vision’ and provides analytical and decision making techniques to look beyond everyday operational concerns and examine what the business as a whole has to do now and what it must do in the future. In this intensive module, strategy is demystified through a mixture of casework and analysis of participants’ own issues. This day will help you to develop your forward thinking and give you the opportunity to explore the issues that are of prime concern to you.

### Topics covered include:

- What is strategy?
- The planning process
- Understanding the potential and risks from external and internal business environments
- Analysing the market as the best source for strategic opportunities
- How to develop strategies that differentiate us from the crowd
- Gathering and appraising the strategic options
- Articulating a vision for the business
- Using tools and techniques such as Porter’s 5 Forces, Force field analysis

# 02 Tuesday

## The routes to growth and success Marketing management

### Key benefits of the day

- 1 Listening to and understanding what customers value most
- 2 Responding to these values to generate an excellent response from our customers
- 3 Appreciate your own role in marketing – regardless of your function
- 4 Contribute actively to making your customers successful
- 5 Implementing and evaluating marketing actions
- 6 Predicting change and responding to threats
- 7 Developing a marketing strategy
- 8 Busting through the jargon

### Content

Organisations where every individual considers themselves a marketer achieve the greatest success. These companies understand that enhancing the total customer experience by listening to what really excites customers and then responding with products and services which makes customers successful builds trust and confidence from the market. Every individual in the company is then committed to this customer success. This module explores vital elements such as segmentation and positioning, designing a marketing plan and making it work by understanding product/service development, pricing strategies, how to communicate the value to the market and selecting the best routes to market. Every opportunity will be given to ensure that you are able to apply key concepts to your own business situation whether you are from a business-to-business environment or a business-to-consumer one. Engaging and informative, the day provides a thorough grounding in the theory and practice of marketing today.

### Topics covered include:

- What is marketing all about?
- How marketing fits into the rest of the organisation
- The external marketing environment – analytical tools and techniques
- Marketing strategy
- Segmentation, positioning and targeting
- Establishing the marketing mix – the four Ps and beyond
- Marketing communications – managing the promotional campaign
- Price, product and distribution channels
- Drawing up the marketing plan
- Implementation, monitoring and control

# 03 Wednesday

## Business viability and financial strength Financial management

### Key benefits of the day

- 1 Understanding the content of financial accounts
- 2 Introduction to the tools and techniques of financial accounting – balance sheets, profit and loss accounts, cashflow statements
- 3 Making better decisions: management accounting techniques for investment decisions
- 4 How key financial ratios work and what they tell you about a business
- 5 Applying the principles and structures of financial management to strategic, tactical and operational decision making

### Content

Your decisions, proposals and actions will have a financial impact on the company. This module will open your understanding of finance, the implications of your work on the wealth of the organisation. You will be more confident in meetings and with reading financial reports. In one extremely intensive but rewarding day, you will transform your financial and accounting skills and will gain the confidence and ability to make a more effective contribution to your business and your team. Even those with an accounting background may benefit from this stimulating examination of the basic principles of this essential area of business activity.

### Topics covered include:

- Financial accounts – users and uses of financial information
- Financial statements – analysis and interpretation, internal and external measures
- Company accounts: fact or fiction?
- Understanding the financial press
- Management accounts – costing and pricing, product profitability, management information
- Financial management – future decisions, discounted cash flow, IRR, payback period

*NB: please bring a calculator to use on this day*

*‘Excellent content – can certainly apply a large percent’*

**Peter Harvey, Delkor (UK) Ltd**

*‘Inspiring – much more than I anticipated’*

**Jill Collyer, Financial Controller, Spellman High Voltage Electronics Limited**



### Kaplan Hawksmere in-house MBA

A growing number of organisations have been so impressed with this programme that they want to put a number of people through it in a short space of time. If this makes sense for your organisation too, then please contact the in-house team on **0845 076 0679** or e-mail [incompany@hawksmere.co.uk](mailto:incompany@hawksmere.co.uk) to find out how we can bring the benefits of ‘The 5 day MBA!’™ to an entire management team.

### Content, format and delivery

Content will be developed in close consultation with you. Although the public course runs over five days, your programme can be modified to fit your specific requirements whilst retaining the ‘core’ content. This can run as a continual modular programme over anything from two to four months. We will focus on your own business issues throughout to enable the various techniques introduced during the course to be applied to your current business scenarios. You may wish to consider team presentations of strategic issues and themes to members of the board at the conclusion of the course. This gives the programme a strong focus for attendees.

### Follow-on support

To obtain full and continuing benefit from the programme, you can follow it in a few months with a workshop facilitated by Kaplan Hawksmere to review progress in taking the actions for further business development that attendees agreed at the conclusion of the course. This is an option which gives real added value.

### Tailor-made training for your company

If you have a group of five or more delegates you could benefit from our flexible in-house training programmes.

### FREE in-house training quotation

For more information and an initial discussion please contact the in-house team on **0845 076 0679** or e-mail [incompany@hawksmere.co.uk](mailto:incompany@hawksmere.co.uk)

# 04 Thursday

## Making it all happen Strategic planning

### Key benefits of the day

- 1 Reinforcing the skills of management and subjects covered in the preceding four days through application to an actual business
- 2 Bringing together the tools and techniques in an integrated and useable way
- 3 Making robust strategic/business plans and clear, effective decisions
- 4 Convincing the decision makers

### Content

As a senior manager, to make sound decisions you must understand the total business process. Appreciating the impact of change on all functional areas – marketing, finance, operations, people management – will help you to put your finger on the nerve of a problem and then find the best solution. This practical workshop will give you ‘hands on’ experience by working on a real business in small teams, pooling your experiences and applying your acquired skills. Having analysed the situation you will plan forward its strategy and implementation, then present it convincingly.

### Topics covered include:

- Assimilating the business analysis from the preceding days and applying the tools of business strategy
- Finalising the corporate mission/vision, objectives and strategies and planning through to operations and marketing plans
- Demonstrating the financial viability of the plan and decisions – P&L projections
- Making the best case – getting the plan accepted

*‘Met all my expectations – exceeded my hopes’*

**Gary Coulton, Director, Medical Biomix Centre, St George’s, University of London**

## Outsourcing and event management service

Kaplan Hawksmere has over 10 years experience in running outsourced and managed training contracts both in the private and public sectors. Our highly skilled team will work with you to effectively manage your events, conferences and training programmes to maximise delegate numbers and revenue. If you would like any further information on this service please contact Neil Vincent on 020 7960 5677 or e-mail [neil.vincent@kaplan.co.uk](mailto:neil.vincent@kaplan.co.uk)

# 05 Friday

## Managing the vital resource – people Leadership and people management for senior managers

### Getting people and yourself to be even more productive

### Key benefits of the day

- 1 Redefining the role of the manager
- 2 Understanding what really motivates you and your people
- 3 Improving communications – making sure the right message is delivered in the right way
- 4 Developing collaborative skills – ensuring teams and groups work successfully
- 5 Dealing with difficult issues – resistance to change and poor performance
- 6 Smarter delegation – resulting in a stronger taking of responsibilities
- 7 Helping people to have the courage to make decisions and propose solutions
- 8 Managing upwards – getting the best from your boss

### Content

Never before has the pace of change been so relentless in business. Continual technological advancement, intensive competitive pressure and shortened product life-cycles all influence the way we work. Nowhere are their effects more apparent than in the complex interrelationships between those at work. Today’s senior manager must be capable of responding to the challenges involved in leading people in a dynamic business environment. This means developing a range of skills and techniques to cope with diverse and demanding situations. You need to be able to draw upon a range of appropriate strategies in order to influence, persuade and achieve commitment and co-operation from those around you. But most of all, you need to understand yourself – your management and leadership style. Only by first identifying your own strengths and weaknesses can you hope to develop into a better manager of people. This fascinating one and a half day module will expand your people management capabilities and help you to make things happen successfully in your business.

### Topics covered include:

- Communication principles and managing tough decisions
  - lifting our personal barriers to success
  - communication at its best
  - handling challenging management situations
  - how to deal with different types of people
- Situational leadership and upward management
  - understanding your personal leadership style, areas to build on and to improve
  - applying the right style to every management situation
  - upward management

## Programme Director



Sanjeev Loomba is a renowned speaker and people developer, recognised for his capacity to help individuals re-structure their knowledge and release their own and their business's potential. His training vision is of 'integrated management', developing people in strategy, marketing, finance, leadership and communication. With his own consultancy, he is working with companies such as Johnson & Johnson Medical, Groupe Danone, Jansen Pharmaceuticals, Mercer Consulting, Pernod Ricard and in a wide range of industries including, engineering, consumer goods, insurance, hotels, banking, construction, bio-medical. In addition to developing management talent, Sanjeev brings corporate growth and results by facilitating strategy and planning workshops and implementation. With an MBA from Cranfield and degree in accountancy, he spent 18 years managing and growing corporations, directing finance, marketing, strategy and then general management in the automotive engineering, retail and IT (product and service) sectors.

*'Sanjeev and the other presenters were all excellent'*

**Kristian Hendersen-Morrow,**  
Managing Director – Skills, JHP Training

## Sponsorship opportunities

Kaplan Hawksmere events are an ideal platform to reach your potential customers directly. We create tailor-made packages to suit your company's needs. If you are interested in discussing opportunities (which could include exhibition space, display space or sponsorship of an event, cocktail party or lunch) please call **Simon Owen** on 020 7960 5663 or e-mail [simon.owen@hawksmere.co.uk](mailto:simon.owen@hawksmere.co.uk)

## You'll be in good company!

Kaplan Hawksmere has successfully run 'The 5 Day MBA!'™ for over 15 years in locations across the UK, Europe, the Middle East and Asia. To date, upwards of 2000 delegates from 20 different countries have benefited from the expertise and professionalism of the course. Whether you are considering attending this programme yourself or recommending it to your colleagues you will be in good company! Previous companies which attended include:

Adecco Ltd • Anglian Windows • Arriva Plc • AXA Insurance • BA Systems BAA • BAE Systems Avionics Ltd • Balfour Beatty Management • Barclays Insurance • BBC Worldwide • British Aerospace • British Banks Association BSI • BT Plc • Cable & Wireless plc • Cahoot • Carlton Television • Centrica Channel 4 Television • Chrysalis Group plc • Clinique International • Costain Oil, Gas & Process Ltd • Cyril Sweett Ltd • Direct Line Insurance • Dixons Group plc • Dollond & Aitchison Professional Services • EMI Records Ltd Entec UK Ltd E-ON • Estee Lauder Cosmetics • Eversheds • GlaxoSmithKline Hill Samuel Asset Management • Hitachi Capital (UK) PLC • HJ Heinz Co Ltd Home Office • HSBC Group • Management Training College • Johnson & Johnson • Legal & General • Lloyds TSB • London Stock Exchange • Motorola Ltd • Nestle UK • Nikon UK Ltd • Panasonic MC Europe Ltd • Prudential Rolls Royce Plc • Royal Bank of Scotland GRP • Siemens Metering • Tarmac Northern Ltd • Tate & Lyle • Tetley GB Ltd • The FA Premier League • Toshiba Medical Systems • Transco LNG Storage • Vodafone Group Services Ltd Wincanton Group plc • Yellow Pages

## Location

**Norton Park Hotel** is situated close to the village of Sutton Scotney in the beautiful Hampshire countryside.

It is located minutes from the A34 with easy access from the M3, M4 and M27.



