

# Strategic Consulting and Implementation Consortium

*Superior strategies to managing People Systems Processes Products Projects Programmes Finances* to deliver triple bottom-line

## Development Consultants



28 Austin Friars  
London  
EC2N 2QQ  
[www.scic.co.uk](http://www.scic.co.uk)

*Partnering to tackle the world's development problems!*

### About SCIC

We are a new generation development consulting company based in London. We undertake extensive research on social, environmental, economic and political development challenges in the mix. We undertake the crafting of integrated development strategies for implementation; and provide advice to governments, businesses and individuals focusing on needs and peculiarities of the customer. Our key drivers are high ethical values, quality and social enterprise.

## Managing and administering office operations, and marketing small businesses through difficult economic times to high performance

### Course introduction

Small and medium businesses employ many people and contribute much to the growth and development of many economies. Owners of small business and their managers come under increasing pressure especially during difficult economic times to continue to deliver to stakeholders. These businesses must constantly depend on their most important assets, the value of its employees to rise above bad economic times and deliver the bottom-line.

This course provides integrative and new perspectives to how successful businesses ought to streamline and integrate diverse business activities such that distinct functions and job roles and responsibilities are interconnected in reality with a high degree of feedback, coordination and interdependence that aims to eliminate wastes, deliver value to customers and thus determine high performance.

### Course aims and objectives

- To enable participants with the skills that they require to run effective office systems, increase their confidence in managing resources and processes while motivating employees, other managers and business publics
- To equip participants with relevant knowledge required to develop skills to make them better managers
- To expose new managers to managerial duties and challenges and thereby facilitate their transition into management positions to make them become effective in their appointments and support successful organisations
- New managers are exposed to complex administrative duties and marketing functions in a more integrated workplace that they would provide oversight

### Course delivery approach

Reconcile theoretical models with practical business situations

### Who should attend this course?

- Middle level managers of small to medium organisations
- Newly promoted managers
- Those who are charged with administrative and marketing functions

### Course leaders

Instructors have been carefully chosen from among professionals with international experience and background across various industrial sectors in public, private and social enterprise, and from the academia.

## Course contents

- Managerial role and challenges
- Defining terms – management, manager and managing
- Managing people, the real managerial challenge
- Motivation and managing
- Time management, effective delegation and supervision
- Balancing work life and family life – managerial stress in competing environments
- The concept of leadership and managerial transition
- Strategic thinking and planning simplified
- Administration defined (effective office systems, communication skills and rapport, assertiveness and negotiation, confidence building; and generation and management of action plans)
- Understanding marketing mix and environmental variations
- Customer strategies (definitions, segmentation and targeting)
- Understanding buying behaviour of customers and gaining customer appeal in difficult economic times
- Value defined and explained
- Introduction to the crafting of marketing strategy

## Travel

Participants who would be coming from outside London or overseas are encouraged to make personal arrangements early. We are able to provide general advice where this may be required.

## Location of Training

This training will be run in the city of London, United Kingdom at SCIC Ltd training room: **28 Austin Friars EC2N 2QQ**

## Date and duration of training

3 - 5 days – effective contact time 21 - 35 hours including tea breaks

Please check for available dates on our 2010 [course calendar](#) for private courses

## Learning outcome

By the end of the course, participants will be able to:

- Design and implement effective office systems
- Negotiate for win-win solutions
- Gain more control of their office
- Build market confidence in their products and services and help increase sales and repeat business possibilities
- Improve on time and stress management
- Manage with confidence
- Make transition from staff to manager
- Identify management roles and responsibility
- Cultivate qualities that would make an effective manager
- Evaluate current marketing approach and redesign a winning approach to sustain your organisation through difficult times

## Course fees

This course is promoted as a package programme and fees would cover cost of London transportation zones 1 - 3 (week Oyster, group airport shuttle), lodging, and cost of instructing, course wares, certificate of attendance, and meals.

### **£1750.00 per person**

Organisations sponsoring 4 or more persons - 10% discount per person

Early bird payment (payment made on or before 10<sup>th</sup> of July 2009) - 10% discount