



Mastering Entrepreneurship: From Creativity & Innovation to Business Strategy

The emphasis of this training course is on leveraging creativity, innovation & strategy to optimize the results in the marketplace. This course is aimed at taking entrepreneurs, corporate venturing executives, and others involved in entrepreneurial environments to the next level of their professional development.

The purpose of this course is to assist you in developing or enhancing your ability to lead and manage new developments while sustaining excellent results. It provides practical skills to take back to your areas of responsibility, along with insights needed to adapt the principles to every industry.

Objectives

- Leverage new science and technologies from corporate or university laboratories
- Balance innovation and risk to optimize results
- Create, identify, and evaluate new venture opportunities
- Start and build a successful company
- Create and build high-value companies to be globally successful

Who Should Attend?

This course is designed for all those who want to enhance, update, and refine their entrepreneurial skills.

- Corporate Finance Officers
- Strategic Planners
- Accounting
- Lenders
- Investors





Outline

Strategic Planning for Competitive Success

- Measuring Your Unique Corporate Strategy
- Implementing Your Unique Corporate Strategy
- Developing Your Unique Corporate Strategy
- Communicating Your Unique Corporate Strategy
- Adjusting Your Unique Corporate Strategy

Assessing the Current Potential and Performance of Your Organisation

- How strong is your current competitive position?
- What is the potential of your business for sustained profitable growth?
- The Strategic Requirement for Product and Process Innovation
- What are the factors that will influence future performance?
- Leading-edge Tools and Techniques in Strategic Planning

Risk Management

- Identification and Assessment of Risk
- The First Decision – *Accept or Avoid*
- Tools and Techniques of Risk Management
- Tools and Techniques of Risk Mitigation
- Tools and Techniques of Risk Transfer

Leadership Development

- The Concept of Leadership in Different Business Cultures
- What is “*transformational leadership*”?
- What is the job of leadership and how is it distinct from management?
- The Special Characteristics of Leadership in an Entrepreneurial Culture
- Why would anyone wish to be led by you?

Marketing & Branding

- Branding Products vs. Companies
- The Critical Difference between Marketing and Branding
- The Most Effective Marketing Strategy in an Entrepreneurial Business
- Calculating Your Marketing ROI
- How to develop and leverage a brand?

Planning for Innovation and Using Innovation Effectively

- Innovation vs. Invention
- Various Types of Innovation
- The Economic Impact of Innovation and its Cost-benefit Analysis
- Selecting and Applying the Best Innovation Tools and Techniques
- Developing and Sustaining an Innovation Culture



Entrepreneurial Finance

- How investors evaluate a proposal?
- Financial Structure Options: Start-up / Mezzanine / Second and Third Phase
- The Balance of Cash Flow / Debt / Equity Financing
- The Different Approaches of Banks, Venture Capital, Private Equity, other

Forecasting & Budgeting

- Forecasting Demand is the Most Critical Element
- Forecasting Options to Improve Your Operating Results
- The Different Roles of Forecasting and Budgeting
- Budgeting Options and Choosing between Alternatives
- The Master Budget Components
- Z-score & other Analysis Tools

Operational Excellence and Continuous Process Improvement

- 6-S Audit and Analysis
- How to measure success and potential?
- The “Kaizen” Concept and its Application Across the Organisation
- The Need for Alignment between Strategic and Operational Leadership
- How to develop best practice in business processes?
- World Class Process Improvement Techniques

