

CAPABILITY DEVELOPMENT PROGRAM

Program One: Effective Business Planning

Guided discussions with key operators on:-

- Identifying core business values
- Strength Weakness Opportunity and Treats SWOT Analysis
- Training and active support to key operators on
- Identifying short and medium term goals
- Developing a strong business structure
- Use of market research tools

Duration (sessions/hours) 6 sessions each of 5 hours spread over 6 weeks

Program Two: Marketing - “Can I Have A Dance With You”

Group participation and training on:-

- Ability to differentiate between wants and Needs
- Perceptions in Business
- Identifying marketing needs
- Marketing tools
- The advantages of developing a marketing plan
- How to measure effectiveness of marketing
- Case studies

Duration (sessions/hours) Full day. Two sessions of 3 hours each

Program Three: Marketing - Niche Marketing

Work with and Train the key operators on how to:-

- Differentiate between wants and needs
- Product profiling
- Understand competition
- Identify – “point of difference”
- Identify specific market niche
- Develop a cost effective marketing plan
- Learn to monitor the success of the marketing plan\

Duration (sessions/hours) 4 full day sessions spread over 4 weeks.

Program Four: Business Systems - The Business Management Tool Box

Train the key business operators and the business owner on:-

- The purpose and utility of having a good management system.
- How to develop your own reporting system and run it too.
- Effective tools for data management
- Customer Retention Management Program
- How to measure staff effectiveness and business performance - business systems.

Duration (sessions/hours) 6 sessions each of 5 hours spread over 6 weeks

Program Five: Finance - Optimizing Resources

Guided discussions with key operators on:-

- Train the business head how to conduct a business audit of the operation.
- Identify major account heads for income and expense
- How to read and understand business financials from the end users perspective.
- Train the key operators to structure the business finance to reduce costing
- Train to use trends and forecasting.
- Measure improvements in bottom line

Duration (sessions/hours) 4 sessions each for half a day over 4 weeks

Program Six: Business Sustainability - Business Audit and Restructuring

Train company principals in:

- Identifying Key Performance Indicators (KPI)
- Identify Critical Success Factors (CSF)
- Delegate KPI and CSF over each unit of the business (if required)
- Profile the product versus the competition
- How to identify training needs
- How to identify growth opportunities
- How to identify alternative lines for business
- Understanding of market trends and competitors analysis

Duration (sessions/hours) 8 sessions each for half a day over 8 weeks

Program Seven: Governance - Together Everybody Achieves More (TEAM)

Train the business principals and other department heads on how to:

- Establish Vision Statement
- Create a Mission Statement
- Develop an organization structure top down.
- Develop job responsibilities and accountability for each unit head
- Identify and establish reporting guidelines
- Motivate staff participation towards corporate objective
- Performance appraisal system and its role in recognizing staff participation.

Duration (sessions/hours) 6 sessions each for half a day over 6 weeks

Program Eight: Managing Resources - Effective Communication

This program uses a communication profiling report of the client. Using a web based psychometric test a client profile is generated. The coaching sessions then follow and cover the following key areas:-

- Communicate to manage
- Active Listening
- Assertiveness
- Questioning techniques
- Work Implications

Benefits to the client:- Collaborative environment, Productive and focused workplace

Duration (sessions/hours) 3 sessions each of 120 minutes each spread over 3weeks

Program Nine: Results Coaching – Leadership Development

This program uses a Results profile report of the client. Using a web based psychometric test a client profile is generated. The coaching sessions then follow and include the following key areas:-

- The participant's personal profile, showing his/her preferred ways of working and their personal process to achieve goals
- His/her low preferences that hinder their ability to achieve goals
- Opportunities to use the proven business process, the Achievement Process, to get business results immediately

Benefits to the client:- New skills are immediately applicable and underpin future performance; Participants see where they fit-in and how to add-value; Less conflict and blame; more synergy and objectivity; Less fatal oversights, more things right first time.; Less false optimism, more reality, thought, planning and engagement; Less stress, earlier and better management of pressure; More chance of achieving the desired results...on time, on budget, right quality;

Duration (sessions/hours) 4 sessions each of 120 minutes each spread over 4 weeks

Flair For Success provides services that are registered for NZTE Capability Development vouchers, the above services are provided under the voucher scheme.

For details contact us on 09-2734556 or email us on info@flair.org.nz or go to www.flair.org.nz