



Specially designed for Small Industries and Future Entrepreneurs

Essential Skills for Businessmen

Conveniently Scheduled Six (6) Programmes

December 3, 4, 10, 11, 17 & 18, 2016

Venue: Torrent-AMA Management Centre, Core-AMA Management House,
AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380 015

ABOUT THE PROGRAMME

Starting a new business can be very exciting as well as fulfilling. Entrepreneurs are passionate, bubbling with enthusiasm, committed and have risk taking ability. These are great strengths for business but not for sustainable success in business.

In today's ever changing and competitive world you have challenges every day which you had not imagined. Knowing the challenges and problems can help you to prepare for the unexpected. Acquiring hands on KNOWLEDGE, appropriate SKILLS and right ATTITUDE help you to build great organizations.

PROGRAMME OBJECTIVES

Nurturing Business Performance will help the participants to:

- Develop & provide leadership to the organization to succeed
- See beyond limitations and create opportunities
- Build system driven organizations rather than person driven organization
- Craft Business Growth strategies based on the USP's
- Establishing a Brand in the market
- Develop team of people with ownership
- Encourage environment of creative thinking in organization

WHO SHOULD ATTEND?

SME & MSME Leaders, Startup business owners & Entrepreneurs, Professionals, Traders

METHODOLOGY

- Programme will be interactive with lot of discussions, practical examples of real life situations, sharing of experiences, customized to the need of the participants
- Audio-Visual aids will be used to make the programme interesting & lively
- Case Studies will be used
- Learning through Management Games & Exercises

You can register for each programme depending on your convenience.

Programme Details

- Prog.1 : BUSINESS BEYOND LIMITATIONS** **Saturday, Dec. 3**
4.00 pm to 8.00 p.m.
- Great Leaders build Great Organizations
 - Understanding & overcoming today's challenges
 - Identifying & overcoming limitations
 - Creating Opportunities; Power of Business Networking
- Prog.2 : DEVELOPING BUSINESS SYSTEMS** **Sunday, Dec. 4**
10 am to 1.30 p.m.
- Need and importance of System driven business
 - What are Business Systems, Policies & SOP's
 - How to setup Business Systems; Plan of Action
- Prog.3: Business GROWTH STRATEGIES & Beating COMPETITION** **Saturday, Dec. 10**
4.00 pm to 8.00 p.m.
- What is Competition and how to face it.
 - Business Growth Strategies
 - Developing Business goals
 - Developing a Business Growth Plan
- Prog.4: BUSINESS BRANDING** **Sunday, Dec. 11**
10 am to 1.30 p.m.
- Why Branding is required in today's world
 - Branding your organization, products & services
 - Methods & Media for Branding; Branding Budget & Plan
- Prog.5: BUILDING ORGANIZATION THROUGH PEOPLE POWER** **Saturday, Dec. 17**
4.00 pm to 8.00 p.m.
- Understanding basics of Human Resources
 - Recruiting & Retaining Employees
 - Employee Engagement & Motivation activities
 - Helping People grow for the Growth of Organization
- Prog.6: CREATIVITY FOR PROBLEM SOLVING & CRISIS MANAGEMENT** **Sunday, Dec. 18**
10 am to 1.30 p.m.
- Myths & Realities of Creativity
 - Tools & Techniques of Creative thinking
 - Applying creative thinking for Problem Solving & Crisis Management
 - Nurturing creative thinking environment in organization

Faculty: Mr. Kamal Dabawala is a **Change Agent** by passion and **Training and Development Consultant** by profession. He is an International Training Fellow (ITF). It is the highest level of recognition bestowed by JCI Training, USA. His clients include national and multinational organisations and Government.

Fees: For each programme Rs.700/- per participant. Fee includes course fee and refreshment. (For all the 6 programmes Rs. 3500/-)

Registration: Please send your registration along with participation fee to:
Ahmedabad Management Association, AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380 015 • Phone:079-26308601-6 • Mobile : 9537407187 • Fax: 079-26305692
E-mail: ama@amaindia.org • Website: www.amaindia.org
Android Mobile App: AMA-Ahmedabad amaIndia.org

