1st Business Acumen Challenge (BAC)

14-15 August 2017

African Leadership Centre, Quatre Bornes, Mauritius

PLC Strategic

Team SYNthesis (Mauritius & Africa) Ltd, in collaboration with **Paradigm Learning AsiaPacPte Ltd**, is pleased toinvite you to experience our new initiative, the **1st Business Acumen Challenge Course (BAC),** from **14-15 August 2017**, to be held exclusively at the **African Leadership Centre, Quatre Bones, Mauritius**

What's in Business Acumen Challenge (BAC) for you?

A BUSINESS ACUMEN CHALLENGE TO DEVELOP A BUSINESS SAVVY WORKFORCE

Does your workforce understand your business - how it generates sales, cash-flow, profits, create value, and how to make an impact on business performance? To make this happen, they must have good business acumen and run the business-like business owners.

The good news is – using a business challenge, we raise your people's business acumen enabling them to help you run your business profitably – with or without you around.

The Business Challenge: In teams, participants
- Run a sophisticated hi-tech business, decide which markets to enter – their goal is to strive to make the biggest profits – to win the challenge
- Learn the need for market research into potential markets
- Build an understanding of competitive strategy
- Make financial & strategic decisions and deal with management issues which impact profits
- Learn to interpret and tell the stories behind financial statements and use business drivers and levers to improve performance.

Target Audience:
All levels of management, emerging managers, talent groups, new staff during induction; cross functional teams or business units.

> A High Performance Business is empowered by a business savvy workforce which understands business and finance and what drives success.

Linking learning outcomes to your business:

Exercises after the simulation create a bridge from the classroom to learners' real-time work environments. With a fresh perspective of how a company works, learners can effectively explore their real organization's strategies, processes, terminologies, profit drivers, cash flow, competition and more. They connect their day-to-day behaviours to how they impact the bottom line.

Participants develop a big-picture understanding of the company's financial and strategic goals. They see the link between their departmental & organizational objectives and their own, where they fit, and how they can make a difference.

Key Takeaways

- **Develop Business Acumen:** understand how business strategies and how decisions impact sales, profits, cash-flow
- **Develop Business Analytical Skills:** Comprehend and tell the story behind your business' financial numbers (or that of a public listed hotel)
- **Develop Business Intelligence:** Know which data to use for decision-making, monitoring trends, spotting opportunities
- **Drive Productivity & Profits:**Identify the productivity drivers to increase sales & output per unit cost and to optimize use of labor and capital
- **Change Their Behaviors**: Translate knowledge to positive behaviors to improve those numbers
- **Monitor & Enhance Performance**: Through a Dashboard of numbers/ratios that matter.

Meet the Master Trainer:

Muhamad Azam provides learning and advisory services which enhance Business and Financial Literacy, Project Management, Leadership, Enterprise Risk Management,

Azam has wide-ranging experience in these areas and has consulted and trained businesses at various stages of growth and across industries, including Multi-Media, Statutory Boards, Technology, Printing and Marketing Execution, Engineering, Marine, Logistics, Food & Beverage, Education, Design and Communication, Accelerated Learning, Food Manufacturing and Retailing, Marketing and Distribution, Software solutions.

A co-founder of Paradigm Learning AsiaPac (PLA), Azam held various positions of responsibilities in Singapore Press Holdings, the Times Publishing Group and an international public accounting firm. He headed the IT audit function and business process innovation, enterprise risk management and corporate planning functions in the course of his 17-year career at Singapore Press Holdings.

His expertise and work in these areas have benefited many due to their sustainable benefits as well as strong learning and change management elements.

CONTACT:
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Team SYNthesis **PARADIGM LEARNING | ASIAPAC**

Business Acumen Challenge (BAC) Training Agenda

DAY ONE(08:30 –17:30)

08:30-12:30
Business Acumen Agenda & Rules of Engagement

Introduction & Simulation Rules Setting
   Teams manage a 6-month old IT business
   Decisions by Team
   Decision about storage and server capacity, market forecast
   Teams tackle management problems
   All decisions are fed into the computer for analysis

12:30-13:30
Lunch

13:30-14:30
   Teams run the final last 6 months of the business
   Which team will emerge the winner
   What criteria should be used

14:30-15:30
   All teams' results will be published
   Teams to consider criteria to determine how results will be assessed
   Facilitated team sharing

15:45-16:30
   Review & Analyse Performance, Trends & Financial Health
   Key Performance Measures
   Trends
   Financial Health
   Facilitated team sharing on how the business could be better

16:30-17:15
   What drives a business
   Identification of business drivers
   How to use business drivers to improve your business

17:15-17:30
   Wrap-up & Debrief

DAY TWO(08:30 –17:30)

08:30-10:00
Performance Scenarios
   Identify possible business strategies/decisions
   Model their financial outcomes
   "What if" scenarios(price discounts, variable & fixed cost)
   Discussions on how concepts could improve business outcomes

10:15-11:30
Improve Practices, Behaviours & Processes & Their Cost Impact tothe Organization
   Brainstorm behaviors, processes, work practices which have negative
   impact on business outcomes
   Select any 2 issues and estimate how much it is costing your business
   Identify innovative and cost effective ways to improve each scenario

11:30-12:30
Develop Business Case
   "Expected ROI" Case Study
   Compute Expected Benefits, Costs & ROI
   Discuss ROI justification (cost of initiative & other factors)

12:30-13:30
Lunch

13:30-15:00
   Case Study: Great business turnaround story
   Team to analyze the case & share what they learn with other teams
   Debrief & extraction of learning points for application

15:15-15:30
   Building personal impact action plansto use back in the workplace

15:30-16:30
   Sharing & discussing action plans (group activity)

16:30-17:30
Awards and Recognition

Day 2 Wrap Up and Debrief

A High Performance Business is empowered by a business savvy workforce which understands business and finance and what drives success.

Paradigm Learning AsiaPac (PLA) has delivered numerous customized programs for MNCs and large corporations such as **SIA** Group, The Amara Hotel, Resorts World Sentosa, **Johnsons & Johnsons**, SPH Group, Media Prima Group, Keppel Land Intn'l, **GSK**, Power Seraya, **eBay/PayPal**, Murphy Oil, Worldline Int'l; Zoetis & Wing Tai Asia. Participants have consistently ranked our programs between 8.5 to 9.5 out of 10 with many enthusiastic about applying at their business.

Business Acumen Challenge (BAC)
Individual Registration Form
Current & Advanced Booking

PARTICIPANT DETAILS

Title (Mr / Mrs / Ms): _____

Family Name (Surname): _____

First Name: _____

Email Address: _____

Date of Birth: _ _ / _ _ / _ _ _ _ (DD/MM/YYYY)

Mobile Number: _____

Company / Organisation : _____

Designation: _____

Address: _____

_____

Postcode: _____ City/State: _____

Office Tel: _____Office Fax: _____

Meal Preference: Veg ○   Non-veg ○

Date: _____ Signature: _____

PROFESSIONAL BACKGROUND

Qualifications: _____

Years of Working Experience: _____ Years in Strategic Management: _____

Years as officially-designated Strategy Manager Roles: _____

Professional Strategy Organization Membership: _____ (eg. PMI)

ADDITIONAL INFORMATION

Have you attended any Strategic Management Training before? YES / NO

STRATEGIC DEVELOPMENT COURSE (SDC) SESSION DATES

Please tick the session date for registration:
[   ] 1st BAC: 14-15August 2017 (Deadline: 7August 2017)
[   ] 2nd BAC: 20-21November 2017 (Deadline: 13November 2017)

VENUE

African Leadership Centre
4A Hitchcock Avenue, Quatre Bornes
Tel: 465 0048/454 6730
Fax: 454 6730
Email: PLCSecretariat@teamsynthesis.com
**The organizers reserve the rights to change the venue at their discretion.

PARTICIPATION FEE

[   ] Local Registration: Rs 35,000

[   ] Foreign Registration: USD 1,500

REGISTRATION

Registered by: _____

Designation: _____

Contact Number: _____

Email Address: _____

BILLING DETAILS

Invoice attention to: _____

Designation: _____

Contact Number: _____

Billing Address: _____

_____

_____

Email Address: _____

Please **invoice** my company/organisation and payment will be made <u>prior</u> to the start of the Course.

PAYMENT METHOD

The only method of payment acceptable is via Telegraphic Transfer to the bank account of the Team SYNthesis (Mauritius & Africa) Ltd. Payment must be received 10 days before the start of the course.
Swift Code: STCBMUMU
Account Name: Team SYNthesis (Mauritius & Africa) Ltd
Bank Account No: 610 301 0003 7432
Bank Name: State Bank of Mauritius
Bank Address: State Bank Tower
                                1 Queen Elizabeth II Avenue
                                Port Louis, Mauritius

CONFIRMATION

1. Registration is on a first-come-first-served basis.
2. To confirm your registration(s), all registration form(s) must be accompanied with a **Letter of Undertaking (LoU)** on company's letterhead.

ENQUIRIES & REGISTRATION

Team SYNthesis (Mauritius & Africa) Ltd
4A Hitchcock Avenue, Quatre Bornes

Tel: 465 0048/454 6730
Fax: 454 6730
Email: PLCSecretariat@teamsynthesis.com

[PAYMENT POLICY] Payment is due in full at the time of registration. Full payment is mandatory for event attendance.
[CANCELLATIONS & SUBSTITUTIONS] You may substitute participants at least 5 working days prior to the beginning of the Course. Cancellations will be refunded only if made in writing at least 10 days prior to the beginning of the Course. No refund is given for any late cancellations for participants who do not show up for the course (no-show). ****The organizers reserve the rights to change the venue at their discretion.**

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