

# In-house Business Acumen Challenge (BAC)

## 16-18 August 2017

### African Leadership Centre, Quatre Bornes, Mauritius



Team SYNthesis (Mauritius & Africa) Ltd, in collaboration with Paradigm Learning AsiaPacPte Ltd, is pleased to invite you to experience our new initiative, the **In-house Business Acumen Challenge Course (BAC)**, from **16-18 August 2017**, to be held exclusively at the **African Leadership Centre, Quatre Bornes, 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 as if there are the 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

#### 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
- ❖ **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 experiences 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:

PLC Secretariat  
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Tel: 465 0048/454 6730/52563090  
Fax: 454 6730

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# In-house 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

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.

## 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 to the 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 plan to use back in the workplace

### 15:30-16:30

- Sharing & discussing action plans (group activity)

### 16:30-17:30

#### Day 2 Wrap Up and Debrief

## DAY THREE (08:30 –17:30)

### 08:30-12:30

#### Build Your Organization Case Studies

- Know Your Organization
- Strengths
- Weaknesses
- What can be improved

#### 7<sup>th</sup> Breakout Session

### 13:00-17:30

#### Improve Your Organization Practices, Behaviours & Processes

- People/Behaviours
- Process
- Technology

#### 8<sup>th</sup> Breakout Session

#### Awards and Recognition

#### Day 3 Wrap Up and Discussion

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# In-house Business Acumen Challenge (BAC) Group 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:

- 1<sup>st</sup> In-house BAC: 16-18 August 2017 (Deadline: 7 August 2017)  
 2<sup>nd</sup> In-house BAC: 22-24 November 2017 (Deadline: 13 November 2017)

## VENUE

African Leadership Centre  
 4A Hitchcock Avenue, Quatre Bornes  
 Tel: 465 0048/454 6730  
 Fax: 454 6730  
 Email: [PLCSecretariat@teamsynthesis.com](mailto:PLCSecretariat@teamsynthesis.com)

**\*\*The organizers reserve the rights to change the venue at their discretion.**

## PARTICIPATION FEE

- Local Registration: Rs 50,000  
 Foreign Registration: USD 3,500

## 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 prior 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

- Registration is on a first-come-first-served basis.
- 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](mailto: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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