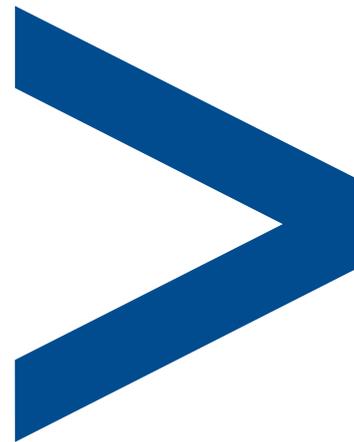


Executive Mini MBA Accelerator

5 Day Course



In association with



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 inpd.co.uk

In Professional Development

In Professional Development is a dynamic and efficient independent training provider. With a national presence, we have 120 consultants specialising in Leadership, Management, Strategy, Business Growth, Coaching and Mentoring, Equality, Diversity and Inclusion and much more.

Our aim is to provide leaders with the tools they need to unlock their potential and drive positive change in their business.

Our 4x Owner Directors and 3x Associate Directors have a combined experience of 100+ years in learning and development, working both for private sector organisations and British Universities, at undergraduate and post-graduate levels, specialising in professional audiences in the topic areas. This vast experience means we're well placed to consult based on a rich history of excellence, demonstrated by our 5 star Trustpilot rating.

Overview

The Executive Mini MBA Accelerator programme provides the essential theory, practice and techniques of an MBA condensed into an engaging and insightful five days of delivery. It is underpinned by cutting edge academic research, fusing key strategic and contemporary management ideas and techniques with exemplary practice from the private and public sectors.

Participants will cover leadership, project management, marketing and finance; all of which are delivered by subject matter specialists from industry and academia. The programme blends theory, models and case studies with real world examples, encouraging those in attendance to apply the very best in management thinking to their current practice.

Our Mini MBA will enhance future career prospects, develop management awareness, and provide an integrated knowledge of key business concepts, along with the core disciplines of management, leadership, organisation and communication.

Additionally, the programme gives learners the opportunity to take their studies to the next level by offering an associated qualification - the Postgraduate Certificate in Business Administration, which is validated by the University of Chester.

Who is this course for

This programme has been designed for managers and senior stakeholders with a minimum of three years senior management experience.

Learning Outcomes

On completion of this programme, participants will:

- Gain a comprehensive understanding of key business concepts
- Gain a framework for making better strategic business decisions and developing plans
- Have developed an increased ability to think critically and act strategically
- Hold an increased confidence in their ability to communicate effectively
- Possess a solid platform on which to make strategic, technical, financial and management decisions that are well-grounded and commercially viable.

Delivery Method and Price:

Virtual Classroom: **£3,250 + VAT**

Face to Face Classroom: **£4,250 + VAT**



Mixing up the trainers was good and kept it fresh, whilst having the benefit of having an expert on the subject matter teach you. Engaging with the people on the course was fantastic, really open group. Really enjoyed my time on the course and I can't wait to get back and implement what I've learned!

HR Business Partner, City Fibre

Agenda

Session One: Being a Strategic Leader in 2024

Key themes include:

- Being a strategic leader and decision-maker in a VUCAH (Volatile, Uncertain, Complex, Ambiguous, and Hyper-Connected) World
- Identify the key challenges and opportunities of leadership today
- Examine current and emerging Leadership theories, including Authentic and Distributed Leadership
- Developing Emotional, Social, and Cultural intelligence as a leader
- Building and leading high performing, inclusive, and psychologically safe, teams
- Managing stress and building personal resilience in yourself and your colleagues
- Creating a learning culture, raising the bar, and leading others through coaching and mentoring
- Engaging in reflective practice, and the benefits of structured reflection

Session Two: Delivering Excellence in Operations, Processes and Projects

Key themes include:

- The science of management, and it's role in today's organisation
- Understanding the concept of operational excellence and its benefits
- Different project management approaches and identifying how they support organisational goals
- Linking operational excellence to strategic objectives and customer value
- Leading the development of a continuous improvement strategy
- Techniques for mapping and analysing organisational processes
- Creativity, and developing innovative solutions
- Strategic process improvement and system-thinking principles
- Designing and implementing solutions, whilst managing the risks of innovation
- Agility, and being responsive to change

Session Three: Organisational Culture, Strategy and Management

Key themes include:

- Understanding the overall role of strategic management and leadership
- Defining strategy, and how it relates to operational work
- Culture and strategy; how organisational culture impacts the effectiveness of strategy
- Environmental, Social and Governance (ESG) responsibility – ethical decision making, sustainability and social impact
- Creative and analytical strategy; creating a Vision and identifying critical organisational challenges
- The external environment and aligning organisational goals with market trends, social change, and customers
- How to get the best from using strategic planning frameworks and tools
- Communicating strategy and engaging key stakeholders
- Identifying the change management implications of a strategy and developing a plan for change
- Develop a strategic solution to overcome a complex and real organisational challenge; every participant will leave with a strategic plan to apply in their organisation

Session Four: Financial Management, Budgeting and Analytics

Key themes include:

- Financial accounting
- Management and cost accounting
- Investment decisions
- Value-based management
- Financial decision-making in uncertain times
- Data-driven decision-making and analytics for business insights



Session Five: Strategic Marketing Dynamics

Key themes include:

- Exploring and developing the marketing plan and strategy
- Examining value and market share – data and research-based approach
- Critiquing the market research process
- Customer relationship management and brand loyalty
- Developing a brand personality and the universal truth
- The analysis of consumer and industrial buyer behaviour and the purchasing decision-making process
- Public affairs and stakeholder communications
- Evaluating current social media and digital marketing trends and best practice
- Working within data protection legislation and the General Data Protection Regulation (GDPR)
- Understanding ESG when making strategic marketing decisions
- The examination of global marketing principles
- Developing strategies for international marketing

Qualification

Following completion of the Executive Mini MBA Programme, learners can opt to continue their studies with a Postgraduate Certificate in Business Administration, validated by the University of Chester. This is a level 7 postgraduate qualification which sits between a degree and a masters.

[Click here](#) to find out more information about the PG Cert in Business Administration.

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This was an excellent programme. The tutors worked with the group's needs and skills to perfectly match conversations and actions to bring out the best for all of us.

Head of Faculty for Health and Science, Southern Regional College

Tutors Leadership

David Clouston



David's experience stems from 33 years in the British Army where he reached a senior level. He led and managed soldiers throughout his career and was particularly involved in the interface between operational and strategic decision making. He has also been responsible for a number of change programmes and has been a Deputy Chief of Staff to a number of large organisations over that time.

Dr. Victoria Smith-Collins



Victoria has over 20 years of academic and corporate experience that spans international markets. She has trained/supervised academic programmes up to MBA level (including delivering lectures, tutorials and dissertation supervision). Victoria has also worked extensively with the Chartered Management Institute, delivering programmes, examining and verifying assessment work.

Kerry Robinson



Kerry describes herself as a hybrid professional working on the intersection of cultural development, improvement science and positive performance delivery. Kerry has a strategic focus, emphasising strategy into action through operational delivery.

Pierson Stratford



Pierson has 15 years' experience as a consultant and facilitator, specialising in leadership, management and coaching. Experienced in the design and delivery of people development, Pierson uses coaching psychology to engage with leaders at all levels, supporting them to; be, have and do more.

Suzanne Pierce



Having operated in both the public and private sector through an incredibly successful career, Suzanne has developed a unique skillset for being able to take an outside-in view of an organisation and the eco-system it.

Mel Ross



Mel is passionate about helping private, public and third sector organisations humanise transformation. Humanising transformation leads to accelerated success and a safer, happier, and evolving human systems and earth. Pioneering the concept of Humanising Transformation as a standard within all change and transformation.

Shaun Hughes



Shaun Hughes is Associate Tutor for InPD, specialising in Leadership, Management, Projects and Processes, Coaching and Mentoring, Strategy, Vision, Change and Culture.

Marketing

Rian Bailey-Weir



Rian is a content marketing specialist with a passion for all things marketing, behaviour change, and empowerment through education. He has a diverse background in marketing, having worked both in-house and agency-side with clients in various sectors like retail, construction, healthcare, education, and property over the last 10+ years.

Bill Faust



Bill is a guest speaker at leading global business schools including Sheffield (UK), EDHEC (FR) IMD (CH), Queensland University (AUS), Oxford Brookes (UK), Rotterdam School of Management (NL) MIT (USA), London Business School (UK) to mention a few.

Martin Corlett-Moss



Martin has worked in the marketing industry for 33 years. As both Marketing Director and Managing Director, he has worked with companies and clients at every level to develop implement marketing strategies and create tactical campaigns across companies as diverse as Lloyds TSB, Mercedes, Scania and Harper Collins.

Jenny Borthwick



Jenny is an experienced marketing professional, with over 20 year's expertise in developing and implementing successful marketing strategies that deliver sales and brand value.

Matt Eld



Matt is an expert in marketing strategy and business transformation. He is a senior leader with over 25 years' experience of improving and growing businesses, gained from a variety of senior management roles.

Finance

Janet Grant



Chartered accountant and leadership resilience coach specialising in stress and resilience coaching, business/finance training and leadership development. Significant experience working across many companies and industries, from SME's up to BAE Systems, Pets at Home and Janssen Pharmaceutical. A RQi resilience practitioner affiliated with Kirros.

Della Hudson



Della has been a chartered accountant for over 30 years, founder of three businesses, mother of two teens, and author of three books. As well as running her own businesses Della has served as Finance Director of multinational organisations liaising with non-financial managers to improve the overall business. She was voted one of Accountancy Age's 'Top Women in Finance' and one of Tide Bank's '20 entrepreneurs to watch in 2020'.

Kerry Robinson



Kerry describes herself as a hybrid professional working on the intersection of cultural development, improvement science and positive performance delivery. Kerry has a strategic focus, emphasising strategy into action through operational delivery.

Tara Askham



Tara Askham is a qualified lecturer specialising in finance and a Fellow of the Association of Accounting Technicians. As a Finance Director, Tara co-founded multi-award-winning social enterprise Infused Learning and wrote the first Accountancy Access to Higher Education Diploma in the country.



Ewan Tracey



Ewan combines training with running an active accounting practice and working as a Senior Lecturer in Accounting and Finance at a UK University. Ewan has 14 years of training experience and 22 years of experience as an accounting and finance professional.

Stewart McCombe



Stewart has a career background in corporate banking, and is a highly experienced commercial individual, who commenced a transition into the not for profit sector at the end of 2009. He now has a portfolio of Chair, Board and consultancy roles across not for profits and SMEs.

Christine Silvester



Christine Silvester is a qualified chartered accountant, (ICAEW) who runs her own accountancy practice in Warwickshire where she specialises in the provision of accounting and tax compliance services to a range of small businesses. She also provides tutoring, support and guidance to business owners in the understanding and requirements of finance.



I found the tutors presented the materials in a very knowledgeable way - balancing the sharing of their experience and expertise, with eliciting the same from the weighty knowledge and experience of the cohort participants. I have learnt much from their facilitation skills, and the pace and variety of the learning was excellent. I really enjoyed the eclectic approach to the learning - a range of materials, sources, theoretical and experiential. And of course the learning from my peers on the course. Only to say that I will be marketing it well by telling people about my experience!

Head of Student Support and Wellbeing, Middlesex University

