



**SUCCESSFUL MANAGEMENT FOR
BUSINESS ACHIEVEMENT:
THE 5 DAY MBA**

DAY 01 Leadership and Management Essentials

- Management and Leadership - Are they different?
- Essential Concepts of Leadership Theory that All Managers Need to Know
- The Transformational Leader
- Understanding Your Personal Management Style
- Future Leaders – Generation 'X' and 'Y'

DAY 02 Understanding Business Strategy & Business Models

- Understanding Strategy
- Vision & Mission Statements
- Creating a Business Model Using the Business Model Canvas
- Strategic Planning Tools
- Strategic Analysis Using Pestle; Five Forces & Swot Analysis

DAY 03 Decision-Making and Problem Solving

- An Introduction to Decision-making & Problem Solving
- The Decision-making Process
- The Six-step Problem Solving Technique
- Tools for Making Decisions (PMI, Crawford slop, 5 why's, brainstorming)
- Avoiding Groupthink



DAY 04 Cross-Cultural Communication Skills

- Understanding the Psychology of Communication
- Removing the Barriers to Communication
- Dimensions of Culture: Value Dimensions
- Cross-cultural Communication
- Improving Your Listening & Questioning Skills

DAY 05 Marketing Essentials and Influence

- Understanding Key Marketing Concepts
- The Unique Selling Point (USP)
- Market Research - How consumers are influenced into the markets and buy
- Influence Strategies
- Personal Action Plans



Harbiye Mahallesi, Hurriyet Caddesi
No: 52 Cankaya, Ankara TURKEY



+90 850 303 9305
info@turkeytrainings.com
www.turkeytrainings.com