

# BASIC BUSINESS MANAGEMENT

3-day course



**Accelerate**  
Proven Strategies And Success Formulas  
To Quickly Grow Your Business

## Introduction

Owning a business requires a vision balanced with attention to detail. You need to be a generalist who understands the multiple aspects of running a business, as well as the ability to step back and see the big picture and to reach into the future.

The business environment is a complex place to be. Whether you wish to work as a consultant or freelancer, establish a corporation, or set up an operation that meets a need for very particular type of customer, there is a tremendous amount of information that you need to know and to apply.

This three-day course provides essential learning for new business owners, whether the business is just in the idea stage or you have already begun and need to fill in the gaps.

### This three-day workshop will help participants to:

- Apply the best methods for creating, leading, and managing their own business
- Establish an organizational framework through operations, finance, and leadership
- Set up an effective and efficient system for hiring, retaining, and succession planning
- Start researching and designing their strategic plan
- Describe the essential elements of marketing, sales, and their company brand
- Apply financial and accounting terms correctly

## Course Overview

**Learners will have an opportunity to Identify their personal learning objectives.**

### Who Are You and What Are You About?

To start, a business owner should define what their business is (and is not). This session will give participants some ways to help them define their business' purpose and structure. They will also consider their role as an owner and what that really means.

### Designing Your Organizational Structure

Next, participants will look at some different types of organizational structures.

### Introduction to Operations Management

In this session, participants will learn what operations management is all about and the different categories that it applies to.

### Understanding Financial Terms

Having a good handle on your numbers is a key part to any business' success. This session will introduce participants to basic accounting terminology, generally accepted accounting principles (GAAP), and key financial reports.



### Getting the Right People in Place

Another crucial part of a business is knowing when and how to hire help. This session will provide a six-step framework for hiring and recruiting.

### Getting Your Product Together

In this session, participants will look at different aspects of product management, including inventory management, the value chain, outsourcing, and quality control.

### Building a Corporate Brand

Next, participants will learn the basics of branding. Topics will include positioning statements, brand names, slogans, and visual identities.

### Marketing Your Product

This session will explore the six stages of the marketing cycle, as well as the five P's of a solid marketing plan.

### Selling Your Product

In this session, participants will learn about building their sales force and the sales cycle.

### Planning for the Future

Once a business has gotten your feet on the ground, owners may want to start taking a look at the future. This session will introduce participants to strategic planning.

### Goal Setting and Goal Getting

In this session, participants will learn how to set achievable goals with the SPIRIT model.

### Succession Planning

Another aspect of planning for the future is considering who will fill the shoes of the key people in a company. This session will explore what succession planning is (and is not).

**Managing Your Money**

The final piece of the planning puzzle is budgeting. This session will give participants techniques for building and sticking to a budget.

**Ethics 101**

Another thing to consider is the ethical principles of a business. This session will explore why codes of ethics are important. We will also share some sample codes of ethics.

**Building a Strong Customer Care Team**

Next, participants will learn about the six critical elements of customer service, as well as how to develop and maintain customer relationships.

**Training Employees for Success**

In this session, participants will consider why lifelong learning is important for an organization's success.

**Leadership Essentials**

The final session of this course will explore the differences between leading and managing. They will also learn about Paul Hersey and Ken Blanchard's the Situational Leadership II® model, as well as techniques for managing performance.

**Workshop Wrap-Up**

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.



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