

advanced diagnostic skills for business advisers

15

SPECIALIST
DELIVERY

NEW

CODE: ADSBA
DURATION: 2 DAYS
CPD HOURS: 14

PROGRAMME OVERVIEW

Magnifying glasses at the ready! Every Business Adviser will have to go beyond the obvious to find out the real causes of situations with their clients. Here we review a wide selection of tools and techniques for analysing and understanding the business, adding to and building the adviser's toolbox. Discover top tips for technique, how appropriate they are and also their limitations when facilitating change within an organisation. Stand well back as we get ready to lift the lid on this box of delights!

OBJECTIVES

At the end of the programme you will be able to:

- Understand the application of a range of business analysis and diagnostic tools.
- Compare the different utilisation of the tools
- Explore the purpose and relevance of the alternative approaches and tools for the business adviser
- Consider and discuss the implications for the adviser's current practice and professional competence
- Deliver client diagnostics with greater confidence

DAY ONE

Exploring diagnostics
Viking attack!
The corporate planning process
Strategic tools
The 5 Ps of strategy
Exploring the business
Pre-start clients – 3 Cs
Understanding where to explore
The balanced scorecard
The system approach
The business excellence model

DAY TWO

Positioning maps
GE matrix
Boston consulting group matrix
Ansoff's matrix
The customer experience cycle
Finance and key accounting ratios
People and the employee life cycle
Transition curve for change
A 3 stage model
Influences on the business adviser
The pyramid of learning
Action centred leadership

TECHNICAL SKILLS

"I found the course interesting and actually at a level that was for everyone. I know the title alone raised eyebrows internally as it was questioned if this was aimed at senior advisers when in fact it was the opposite and a refresher of tools, knowledge and tools structure."

"Given me tools to use and a structure to help clients adopt a strong focus to grow"

"It has opened up different angles to discuss issues with clients" "It will enrich my business advice as I have updated knowledge and skills"

"All of it was beneficial"

"Very useful in endorsing and reinforcing a variety of tools and updating their use."

"Enjoyed re-familiarising myself with the tools and learning about new tools for diagnostics"

general features

TARGET AUDIENCE

Basically anybody involved with Business Support whether that be actively involved, involved on the periphery or just interested in becoming involved. Examples include business advisers, consultants, counsellors, mentors, coaches, trainers, network brokers, skills brokers, specialist advisers and intermediaries (e.g. accountants and solicitors). Delegates come from host organisations such as the Business Link network, local Learning & Skills Councils, regional development agencies (RDAs), enterprise agencies, chambers of commerce, training organisations, local authorities, economic development units (EDUs), banks and of course independent practitioners. You are all welcome!

START AND FINISH TIMES

We kick off with the essential tea and coffee (caffeine!!) available from 9.15 for a prompt start at 9.30. Programmes finish around 16.00 to 16.30 but actual times may vary depending on circumstances on the day.

CONTENT

Programmes are designed to be interactive, memorable and enjoyable. Consequently content comprises a mix of presentations, case studies, self assessment, group syndicate exercises, open discussion, videos, role play simulations, live internet feeds, best practice documentation and more. Actual content used varies from programme to programme and depends on the subject concerned. There is no pre-work to do but please let us know your background and if there is anything specific you want to achieve - we'll always do our best to help.

WHAT'S INCLUDED?

All food and refreshments, training materials and Institute certification. We don't build rafts and paddle across rivers so no need for a wetsuit. Just bring yourself!

STANDARDS MAPPING

All of our programmes are closely mapped to the requirements set out in the national occupational standards (SFEDI) for Business Support.

CPD AND CERTIFICATION.

Each full day counts as 7 hours of continual professional development (CPD) which is certificated by the Institute of Business Consulting. Your personalised Institute training certificate is laminated for safe keeping and then sent directly to the person who made the original booking.

ACCREDITATION

Each programme is available as a stand alone item or as a module of "the 5 Star Adviser", our unique Business Adviser development, assessment and accreditation programme (see page 24/25).

PRICING

Members of the Institute of Business Consulting benefit from reduced programme rates. Please see our separate list of dates and venues for details of pricing, discounts and special offers. Prices quoted are exclusive of VAT.