

Developing Business Awareness

Duration: 2 Days

Introduction

This programme has been designed to enable you to understand what the business values, and to provide you with the skills, behaviours techniques and tools that you require to make a huge and successful contribution to business. The pace and complexity of change in the business world means that we all need to evaluate constantly how we interact with the business environment.

Course Aim

Every business situation is unique – and tomorrow, it will be unique in a different way. Competitors, suppliers and customers are constantly making decisions and acting to maximise their efficiency and effectiveness and align to changing environments. Your success depends on your ability to respond and add value.

This programme has been designed to provide you with a toolkit of business survival techniques by being more aware of your options you will be armed with choices and skills to make valuable contributions to a variety of situations. You will work efficiently (doing things right) and effectively (doing the right things). This programme aimed at new entrants, graduates, and field based employees/remote teams.

Learning Objectives

This programme is for you if you wish to:

- ✿ Better understand your organisation and the business environment in which it operates
- ✿ Interpret and demonstrate the organisations values
- ✿ Recognise your professional role as part of the team and develop strategies for enhancing your service provision
- ✿ Create meaningful relationships with your colleagues at all levels and from a variety of cultural backgrounds
- ✿ Develop strategies for planning and organising work
- ✿ Deliver Quality Communications. Recognise the importance of timing when communicating messages and time those messages for maximum effect
- ✿ Adopt a systematic approach to problem solving and decision making
- ✿ Discover techniques to enable you to accurately define a problem. Utilise appropriate techniques such as Mind Mapping ©, Brainstorming, Ishikawa Diagrams, Lateral Thinking Techniques, Evaluation Techniques, SWOT analyses to solve problems
- ✿ You will sell credible solutions to stakeholders
- ✿ Assess interpersonal skills and communicate effectively at all levels

Content – Day One

Discover the different aspects of business organisations and their economic, political and social contexts.

- ✿ Explore how the organisation of the production of goods and services can add value to a business.
- ✿ Business in the Community and its Environment
- ✿ External Factors affecting Business
- ✿ Types of Business Organizations: Ownership and Operation
- ✿ Comparing Businesses
- ✿ Business Objectives and Your Contribution

Working effectively with cultural differences

- ✿ The Value of diversity - Appreciating, and understanding cultural differences
- ✿ Your Culture - What makes you proud?
- ✿ Analysing and evaluating situations from a variety of cultural perspectives
- ✿ Analysing non verbal behaviour - Appreciate the meaning of gestures, posture, voice and context.
- ✿ Formal and non formal behaviours and preferences

Communications

The quality of the communication dictates the response you get! This session aims to help you to recognise the elements of effective communication and develop the skills to deliver clear, concise and powerful messages.

- ✿ Identifying the core purpose and content of communications
- ✿ Recognising the barriers to effective communications
- ✿ Appealing to a range of senses & emotions when communicating
- ✿ Effective questioning techniques
- ✿ There is more to listening than you might have heard!
- ✿ Word Power - How to use different styles and patterns of language
- ✿ Structuring your message and clarifying expectations
- ✿ Recognising the importance of timing when communicating messages

Time to reflect on how and what you deliver to others and identify the **Key Results Areas** for your job.

- ✿ What our organisation values
- ✿ Identifying the space that you occupy in your organisations structure and your key result areas – purpose and performance
- ✿ The SAND Analysis (Strengths Achievements, Needs, Demands) How do these factors impact your service provision?

Content – Day Two

Getting Results is down to Detail

The magic behind every outstanding performance is always found in the smallest of details. What are the ingredients for complete personal effectiveness? During this module you will assess yourself against criteria for work effectiveness. We will also consider the importance of details in a team based activity where you will be

responsible for managing cash and processing wages payments for a group of employees – and we really don't want to get that wrong – do we?

- ✿ Deadline 30 minutes team activity
- ✿ Managing and minimising the impact of mistakes
- ✿ Work effectiveness indicator, assess yourself against 20 work effectiveness competencies

Powerful Problem Solving

An opportunity to learn how to make smarter decisions, and become a master of techniques and methodologies that enable competent problem solving. You will know how to accurately define a problem and you will be sure you are working on the problem itself - and not the symptoms.

- ✿ The Decision Making Model
- ✿ Apply the Six Step Approach
- ✿ A Toolkit of Techniques
 - Weighting Criteria,
 - Brainstorming
 - Mind Mapping
 - SWOT
 - Ishikawa Technique

Next steps

- ✿ Identifying what you should Stop ► Start ► Continue ►
- ✿ Personal planning – for project **YOU**