

BUSINESS SKILLS FOR GROWTH & PROFITABILITY

“Was your business challenged due to COVID? Did you find yourselves at times trapped in a spiral of decisions which might impact the way you do business? Do you want to know what it takes to have the right skills to run your business efficiently? If so, this course is for you”

Learning Outcomes (based on standardized content):

- Defining your strategic position
- Completing a SWOT analysis
- Identifying your guiding principles
- Defining your positioning statement
- Cultivating a safety culture throughout your business
- Defining key elements of a marketing strategy
- Assessing the competitive landscape
- Defining your product/service offerings
- Developing and strengthening distribution channels
- Identifying components of a promotional strategy
- Understanding fundamental pricing terminology
- Identifying profitable pricing strategies
- Assessing priorities for business growth
- Developing a two-year action plan for business growth

Standard Topics (minimum 32 hours): (all of this content must be delivered as a part of this program)

- Strategic positioning
- Finding your fit
- Marketing fundamentals
- Pricing for profit
- Developing a two-year action plan

Interchangeable Topics (maximum 8 hours): (choose from the topics in this list to complete the non-standardized portion of the program)

- Project planning cycle
- Team building
- Successful bidding and tendering