



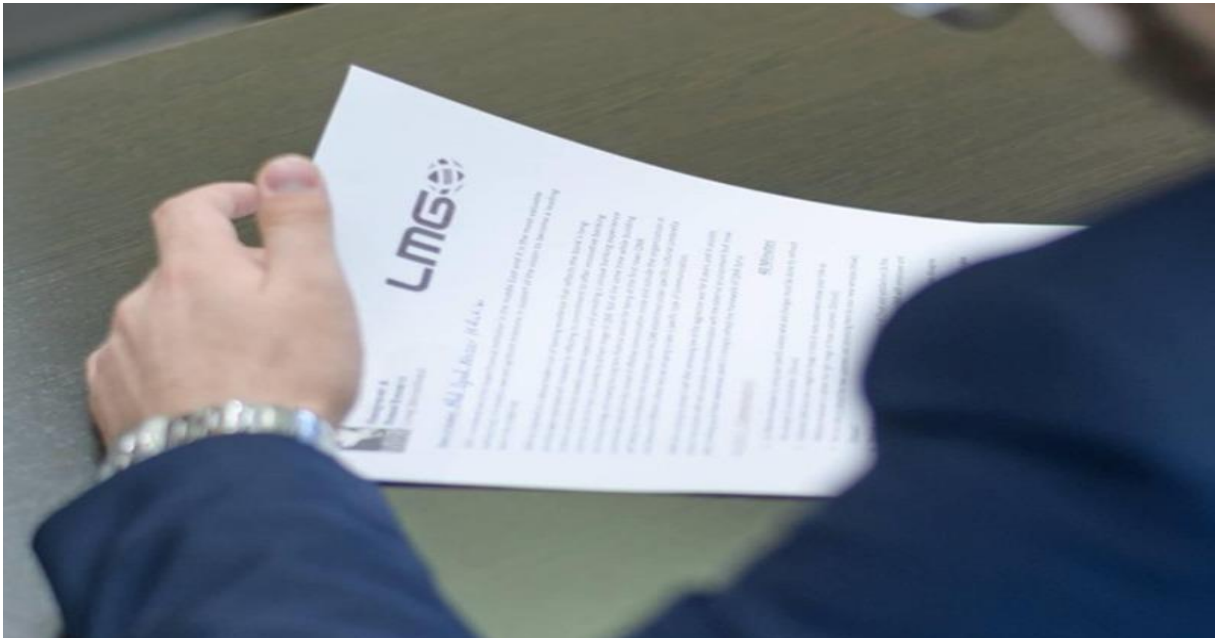
BUSINESS
ACADEMY



Leadership & Management Global Options

LEADERSHIP AND MANAGEMENT GLOBAL OPTIONS (LMGO)

PROGRAM DESCRIPTION



2020/2021

LMGO is an executive business program designed by **MHR Business Academy** to tailor the needs of different businesses.

The **aim** of **LMGO** is to train and coach managers and employees to enhance their skills and competencies in order to empower their level of knowledge in its practical application.

This approach allows organizations to develop the leadership competencies and culture needed to meet specific challenges and business realities.

LMGO's mission is to spread the culture of successful leadership and managerial practices through tailored capacity building programs and workshops.

All **LMGO** programs are based on **12 learning hours + 8 hours of self-study**. The program is finalized by a **written assignment (2000-2500 words)**.

Upon the completion of one or several programs requirements, the participants receive a **LMGO Certificate** in the designated programs issued by **MHR GI**. Those participants who choose to take part in all 12 **LMGO** programs, will receive an **Advanced Business Diploma** issued and validated by **Rome Business School**.

BENEFITS OF THE PROGRAM

- The program provides the participants with basic knowledge about different business functions.
- It aims to prepare junior and fresh graduates with introductory skills required for the labor market.

The modules are delivered by highly qualified professional experts.

LMGO PROGRAM OUTLINE

Program duration	2 days or can be tailored to the request of the client
Number of courses	1
Course duration	12 learning hours ¹ + 8 hours of self-study
Course assessment	Written assignment (2000-2500 words)
Program delivery	<ul style="list-style-type: none"> • In-class teaching • On-line teaching via Zoom meeting application • Blended – some courses can be delivered on-line and some – in-class
Delivery schedule	The program can be delivered during the weekends from 10 AM to 4 PM (Fridays-Saturdays) or the schedule can be adjusted to meet the requirements of our clients
Program outcome	<ul style="list-style-type: none"> • One separate program – a Certificate issued by MHR Business Academy • 12 programs – Advanced Business Diploma issued and validated by Rome Business School

¹ 1 learning hour = 50 minutes

LMGO PROGRAMS DESCRIPTION

PROGRAM NAME	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
1. How to Lead for Success	The module aims to build a leadership perspective among the participants and emphasizes the successful characteristics for a leader within the framework of the leadership concept.	12+8	Written assignment – 2000-2500 words
2. How to Manage Efficiently and Effectively	The core aim of the module is to give the insight on the challenges of management and provide solutions to how to manage your team in an efficient and successful way.	12+8	Written assignment – 2000-2500 words
3. How to Prepare a Marketing Plan	The participants of the module will be working on defining the STP (segmenting, targeting, positioning) formula in marketing as well as finding the right balance in the marketing mix and designing the right marketing tools that should be applied in their organization.	12+8	Written assignment – 2000-2500 words
4. How to Write Your Business Strategy	This module is designed to give the participants the insight of the environmental analysis as well as to define the internal factors for success and highlight the key successful factor for an efficient business strategy.	12+8	Written assignment – 2000-2500 words



PROGRAM NAME	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
5. How to Negotiate and Communicate Effectively	During the module trainees learn to identify and clarify soft skills that make a strong negotiator, such as communication, persuasion, planning, strategizing and cooperating and to learn how these qualities can allow two or more parties to reach a compromise.	12+8	Written assignment – 2000-2500 words
6. How to Prepare Your Business Plan	In this module you will learn to set your objectives, strategies, and projected actions in order to promote your survival and development within a given time frame. We will also help you to learn how to develop a clear roadmap for your business and further evaluate your business plan from a prospective partner or investor.	12+8	Written assignment – 2000-2500 words
7. How to Manage Your Team	The module is designed to explain the key things that team managers need to do if their team is to thrive and succeed. These range from choosing the right people and deciding who does what, to communicating with, developing and motivating people. It also covers some of the most common mistakes to be avoided in the process.	12+8	Written assignment – 2000-2500 words



PROGRAM NAME	DESCRIPTION AND AIM	LEARNING HOURS+ SELF-STUDY	ASSESSMENT
8. How to Coach Your Employees	In this module we will provide you with coaching tips that will work with any of the levels of employee performance and can help you have more mutually beneficial coaching conversations that will eventually improve your overall team performance	12+8	Written assignment – 2000-2500 words
9. How to Work with Your Finance	As a result of this module, you will learn to direct the spending of budget in a prioritized way based on accurate calculating methods to help control the unnecessary loss of return and increase the budget for a long-term development process.	12+8	Written assignment – 2000-2500 words
10. How to Improve Your Organization's Performance	The module deals with helpful solutions to how to increase organizational performance by implementing management by objectives and using participative style of management i.e. by engaging your people, applying appropriate performance evaluation and reward systems, enhancing quality of work and instilling good feedback mechanisms.	12+8	Written assignment – 2000-2500 words



PROGRAM NAME	DESCRIPTION AND AIM	LEARNING HOURS + SELF-STUDY	ASSESSMENT
11. How to Build a Successful International Business Expansion	This module will provide basic knowledge of the advantages and disadvantages of the international expansion, tips on how to build a successful expansion strategy and plan, the possible mistakes to avoid and, finally, helpful tools to implement the expansion strategy.	12+8	Written assignment – 2000-2500 words
12. How to Write a Winning Business Proposal	In this module, we will discuss the basic structure of a proposal, how to select a proposal format, and tips in writing to make it successful. You will also learn how to make your proposal targeted, well-substantiated and persuasive.	12+8	Written assignment – 2000-2500 words

***The detailed syllabus of each program is available upon request.**



YOU SHOULD JOIN THE LMGO PROGRAM IF

- You are looking for excellent professional performance
- You want to get practical and applicable knowledge
- You want to build a more empowered team
- You want to train your employees in an intensive and effective way in accordance with your business requirements and needs

WE OFFER THE FOLLOWING OPTIONS FOR THE PROGRAM DELIVERY

- In-class teaching in MHR GI school classrooms
- On-line teaching via Zoom meeting application
- Blended – some courses can be delivered on-line and some – in-class

The program can be delivered during the weekends (Fridays-Saturdays) from 10 AM to 4 PM or the schedule can be adjusted to meet the requirements of our clients.

PROGRAM REQUIREMENTS

LMGO is a tailored program created to meet the needs of a certain business or employee. The only requirement for the program is your desire to enhance your team performance or to grow as a professional.



DOCUMENTS TO BE SUBMITTED

- On-line application form (the link will be provided on the website prior to the intake)
- Passport copy of the trainee(s) – pages 1-3

The certificates and diplomas are issued within the **1-month period** **AFTER** the course closing date provided the payment is made **IN FULL**.



IF YOU LIKE TO GROW, WE WOULD LIKE TO HELP!

Learn more about MHR GI programs on our website –

mhr-gi.net

