



-BUSINESS SENSE BASICS-

BTS BUSINESS:

Behind The Scenes of a Business

There are a few ways to increase the profitability of a business, or in tougher times, to sustain it – increase sales, increase price or reduce cost and expenses. A typical employee will not be concerned with profitability or sustainability and expects their salary to be paid on time every month.

BTS Business is a business literacy workshop designed to overcome salaried employee mindset. Participants will learn about fundamental economics, business finance, branding and marketing so they understand what is a 'bottom line' and how to contribute to it.

If you want your employees to 'treat the business like it's your own business' and become better contributors to the business success, BTS Business is the right training to develop a business sense, because business sense is not common sense.



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WE MAKE BUSINESS SENSE COMMON SENSE

TRAINING TITLE

BTS BUSINESS: Behind The Scenes of a Business

Overview

Businesses need to run a lean organisation due to the current conditions. The only way to survive is to cut down on costs and expenses and increase skills and capabilities. Companies can only retain essential staff and the retained staff need to step up and have a sense of business. Meanwhile, employees that will go through mandatory or voluntary separation scheme need to be given adequate knowledge so that they can be prepared.

Target

- Executives, senior executives and managers that are promoted or retained in a downsizing.
- Employees that will be separating from the company.
- Any employee in a customer-facing role or team-members from non-sales departments such as administration, operations, engineering and production.

Purpose

This training was designed to develop a business mindset so employees can overcome employee mentality and "run the business like it's their own business". This training will foster a better sense of cooperation between departments to improve teamwork and increase performance.

This training is also applicable to employees that will be separating from the company as they will need to be prepared with a basic business sense to be out on their own.

Description

The training consists of four modules. Each is a key knowledge area for developing a business sense. They are - finance, business strategy, branding and marketing. Participants will hone their analytical skills, strategic thinking, creativity, problem-solving and communication skills throughout this programme.

Duration

2 days (14 hours)

Day & Time

Thursday (9am – 6pm)

Friday (9am – 6pm)

TRAINING OUTLINE & OBJECTIVES

1 FINANCE

People supporting or running a business should be interested in wealth creation and understand how limited resources are obtained, budgeted and distributed, including time. They should also understand basic business finance terms and basic economic principles.

Learning objectives:

- Have a positive money motivation and better practice of money and time management
- Understand how individuals and businesses allocate resources
- Understand basic business finance terms
- Aware of business costs and how budgeting is done
- Know types of funding available

2 STRATEGY

The big picture and backbone of a business cannot be ignored. Most people are busy running around in the day-to-day operations and have no idea how their business fares in the landscape, let alone their competitors. Also, most do not know the vision, mission or purpose of the business.

Learning objectives:

- Understand business life stages
- Know the basics of developing a business strategy
- Recognise business models and revenue models
- Understand competitive advantage and unique selling proposition
- Run a competitor analysis

TRAINING OUTLINE & OBJECTIVES (cont.)

3 BRANDING

The bridge between strategy and marketing, branding gives the business a personality. Not having a distinct personality or the ability to deliver a great experience is a sure way to drown in the clutter of choices that are available to consumers in the marketplace.

Learning objectives:

- ④ Know the importance and benefits of branding
- ④ Know how to create a better customer experience through branding
- ④ Understand brand elements and map out brand strategy
- ④ Create a brand identity
- ④ Understand the basics of storytelling

4 MARKETING

The bridge between your business and the target, marketing needs to be done right so as not to ruin the reputation of your brand before it even begins. The right content needs to reach the right audience.

Learning objectives:

- ④ Understand traditional marketing and modern marketing
- ④ Differentiate traditional media and digital media roles
- ④ Understand the marketing funnel and how to reach customers
- ④ Compare advertising to content marketing
- ④ Understand types of content and its objectives
- ④ Know how to create relevant content using the ideal customer profile

TRAINING CONTENT

1 FINANCES

Money Matters

Understanding Money
Managing Money
Time and Money

Basics of Economics

Principles of Economics
Branches of Economy
Economic Systems
Economic Indicators

Financial Statements

Basic Business Finance Terms
Balance Sheet/Statement of
Assets and Liabilities
Profit & Loss Statement
Cash Flow Statement

Funding

Funding sources
Business Plan & Elevator
Pitch

2 STRATEGY

Business Stages
Vision, Mission, Purpose
Business Models
Revenue Streams
Value Proposition
Unique Selling Proposition
Competitive Advantage
Competitor Analysis

3 BRANDING

Why branding?

Branding benefits
Customer Experience vs
Brand Experience

Brand Strategy

Brand Purpose
Brand Positioning
Brand Promise
Brand Values
Brand Personality
Brand Identity

Brand Messaging

Positioning Statement
Tagline
Storytelling

4 MARKETING

Principles of Marketing

4P to 7P to 4C

Marketing Models

AIDA
Marketing Funnel

Marketing Channels

Traditional media
Digital media
Types of Marketing

Marketing Communication

Advertising vs Content
Marketing
Types of content
Ideal Customer Profile
Customer Journey

TRAINING – WHAT? WHO? WHY?

IF YOU WANT TO IMPROVE THE PROFITABILITY OF YOUR BUSINESS OR MAINTAIN ITS SUSTAINABILITY, THIS IS FOR YOU!

What is it

BTS Business is a 2-day business literacy workshop designed to overcome salaried employee mindset.

Learn about fundamental economics, business finance, branding and marketing.

A workbook with 80+ pages will be provided because physical material for reference during training will be more effective and quicker than trying to look for virtual notes.

Plus, you can refer to the workbook in the future because out of sight, out of mind.

This is not your typical training! Participants will be evaluated based on their responses, participation and presentations so bring your A game!

Who is it for

Executives, senior executives and managers that are promoted or retained in a downsizing.

Employees that will be separating from the company.

Any employee in a customer-facing role or team-members from non-sales departments such as administration, operations, engineering and production.

Minimum 5 pax per session, maximum 20 pax because we want to make sure every participant gets the attention they need.

Why attend

Understand profitability and sustainability to contribute to the 'bottom line' financial success of the business.

Develop analytical skills, strategic thinking, creativity, problem-solving and communication skills.

Improve teamwork and increase performance through cooperation between departments.

LET'S CONNECT!

Reach out to us for more information or for workshop customization.



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