



# HARVARD ManageMentor®

// LEADERSHIP & MANAGEMENT

**DURATION: 60 HOURS**

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*Harvard ManageMentor combines the highest quality content with a unique learning design focused on putting learning into action. This combination has helped organizations around the world develop high-performing leaders and elevate performance.*

**Recommended for** Anyone wishing to pursue a management career, and/or to upgrade their leadership and management skills, to enhance their critical business knowledge and skills.

**Duration** 60 hours

## AIM

Harvard ManageMentor builds, broadens, and, refreshes your skills for success.

Fueled by the latest in thinking and proven practices from Harvard Business Publishing's world-class experts, Harvard ManageMentor is the premier on-demand learning and performance support resource for leadership and management skills development.

Harvard ManageMentor is designed for leaders, managers, and individuals to address the full spectrum of today's business challenges. It is a trusted resource, respected and proven the world over.

## COURSE CONTENT

### BUDGETING

- Understand budgets and budgeting
- Develop an operating budget
- Prepare a capital budget
- Understand sensitivity analysis and variance
- Linking budgeting to strategy and planning

### BUSINESS PLAN DEVELOPMENT

- Why you need a business plan
- Get started on your plan
- Tell your organisation's story
- Describe the opportunity
- Document your marketing & operations plans
- Present your financial analysis

### DECISION MAKING

- Prepare to make a decision
- Anticipate decision making challenges
- Evaluate alternatives
- Make the decision
- Communicate and implement the decision

### PRESENTATION SKILLS

- Clarify your objective
- Crystallize your message
- Craft the content
- Create high-impact media
- Engage a remote audience
- Rehearse, rehearse, rehearse
- Present with impact
- Evaluate your presentation

### CUSTOMER FOCUS

- What is customer focus
- Learn about your customers
- Deliver additional value
- Build a customer focused team

### WRITING SKILLS

- Plan your writing project
- Organize your content
- Write your first draft
- Revise your draft
- Strengthen your writing skills

### DEVELOPING EMPLOYEES

- Why develop employees
- Tailor development
- Manage the development planning process
- Design development experiences
- Develop global skills

### INNOVATION & CREATIVITY

- What they are, why they matter
- Shape a creative team
- Set the psychological environment
- Enrich the physical environment
- Spark ideas
- Converge on the best option

### ETHICS AT WORK

- Understand workplace ethics
- Resolve ethical dilemmas
- Foster integrity
- Why good managers behave badly
- Apply ethics across borders

### MARKETING ESSENTIALS

- Cultivate a marketing orientation
- Understand your customer
- Create a marketing strategy
- Create and implement a marketing plan
- Global marketing



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