



Example of a Management and Leadership Development Module

Strategic and Commercial Awareness

Introductions, Individual and key Business Objectives

Competency Descriptor – What are Strategic and Commercial Awareness?

Facilitated Group Discussion, and Individual Assessment of Competency Levels

Theory linked to your company's Competencies, Values, and Vision

Objectives and Content

- *Understand the importance of Strategic Planning*
- *Improve your levels of Commercial Awareness*
- *Understand key Metrics for your Company's Performance*
- *Identify Competitors and their USPs*
- *Conduct SWOT and GAP Analyses*
- *Develop a Business Case and Marketing Plan*
- *Present your new Product/Service to the Group*
- *Give and Receive open and constructive Feedback*
- *Develop a SMART Action Plan for Future Development*





Examination of Case Studies of Organizations that are succeeding in the current climate – Facilitated Group Discussion

Strategic Planning

Examine your Organization’s Vision, decide on the Scope and Focus, identify your Competitor Advantage, discuss options for Innovation, and Product Development, assess implications for Technology, and Risks, agree how to over-achieve organizational objectives – Exercise in Pairs

Alignment of Vision, Strategy, Values, Culture, Processes, Systems, and People with KPIs and SMART Goals. Consider potential Mergers/ Acquisitions - Facilitated Group Discussion on how best to achieve Growth

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LL	2996 r	CCLL	1807	IIIL	747	PSO.NL	664.5	SL.L	2
FL	849.5	CNAL	302.5	IMT.L	2270	RB.L	2634	SMIN.L	9
ML	797	CNEL	2792	IPR.L	385.75	RBS.L	314.75	SN.L	5
L	486.25	CPG.L	313	ITV.L	64	RDSAL	1703	r SSE.L	14
IECL	702.5	r CPI.L	670.5	JMAT.L	1885	RDSB.L	1667	r STANL	15
ITOL	697.5	CPWL	275.25	KAZ.L	1625	RELL	632.5	SVT.L	13
STL	315	CW.L	143.4	n KGF.L	127.5	REXL	412	TCG.L	280
YL	560	DGEL	990.5	r LANDL	1458	RIOL	5254	r TLWL	6
ZNL	1766	n EMG.L	507	LGEN.L	119	r RR.L	396.5	TSCOL	366
AL	473.75	r ETIL	373	r LIIL	957.5	n RSAL	119.9	TT.L	249
ARCL	403.75	r EXPNL	362.75	LLOY.L	407.5	r RSL.L	681	r TW.L	154
ATS.L	1882	r FGP.L	505.5	LMIL	3276	RTOL	72	ULVR.L	16
AY.L	222.5	FP.L	115.9	r LSEL	1122	RTRL	580	r UU.L	8
GL	1087	GFS.L	219.75	MKS.L	362.25	r SAB.L	1011	VED.L	20
GY.L	650	r GSK.L	1026	r MRWL	278	SBRY.L	320	VOD.L	151
HLND.L	880.5	HBOS.L	471.5	n NG.L	719	r SCTNL	775	WOS.L	486
BLT.L	1495	n HMSO.L	1075	NXT.L	1149	SDRL	843	r WPP.L	56
BP.L	517	r HOME.L	243.25	OMLL	105.1	r SDRCL	727.5	r WTB.L	116
BSY.L	531	HSBA.L	769.5	PRU.L	600	SGEL	194	r XTAL	37
BT.AL	207.75	r IAP.L	527	PSNL	680.5	SHPL	1027	YELL.L	147
CBRY.L	548.5	r IHG.L	743						

Financial Management and Control

Examine an example of your Organization’s Management Information, to better understand the key Performance Metrics

Practical work in Pairs around Budgets, Targets, Profit Margins and Cost Management

Preparation and Presentation of a Business Case in Pairs on a key Innovation in your function - include Vision, Objectives, Current Situation, Rationale, Measures of Success, Recommendations, and Benefits



Competitor Analysis

Understanding your Business, Market Sector, and Market Position

Conduct a SWOT/Gap Analysis in Pairs to profile key successful Competitors

Agree on how to create Competitor Advantage – Facilitated Group Discussion

The 5 Ps of Marketing

Product - The Products or Services offered to your Customers/Clients

Price - The Strategies you use with regard to Pricing your Products or Services with the goal of making a desired Profit Margin

The 3 Cs of Pricing: Customer, Competitor, Company

Place (Distribution) - How you get your Products or Services to your Target Market

Promotion - How you communicate the Features, Benefits and USPs, and endorse your Products or Services to your Customers/Clients

People - The Value your People bring to your Business by providing Service to your Customers and Clients



The Key Role of Sales

Identification of the best Sales Channels to Market, and the New USPs –
Facilitated Group Discussion

SICC

Use of highly effective international Sales Models to effectively sell your
Product/Service – Exercise in pairs

Customer Success

What does it look like? Facilitated Group Discussion

Formulating a Marketing Plan

*Using all the Tools and Techniques, including Strategic Planning,
Competitor Analysis, and Budget Management, present your new
Strategy, Product, and Plan in pairs to launch your new Product/Service*

Agree on your future Development Areas, and identify support within your
organization, or Natural Talent – such as **Executive Coaching, Natural
Talent Workbooks, 'Talent Tips'**, or blended learning.

To advise Natural Talent of your **Leadership and Management
Development** requirements, please contact us by email at [info@natural-
talent.co.uk](mailto:info@natural-talent.co.uk).