



XYZ REPUBLIC
The Game Is On!



BUSINESS STRATEGY & MANAGEMENT FOR SENIOR MANAGERS



ABOUT XYZ REPUBLIC

We're A Republic Of Rebels That mission is to Revolutionise Business Education And Lead You To Mastery!

At XYZ Republic, we do not pride ourselves on being the largest, oldest, nor best provider of academic excellence; we pride ourselves on our authentic concepts, tailored business programs that work, and practical methodologies that get you right into the business game.

The Experience We Offer

Cases and Projects are at the heart of every XYZ program. Tutors are experts in their fields practically and are not academic professors. Our aim is to let you think & do .. not to memorise theories. This's why we expose you to different business environments so you get a grasp of how the work is done in real-life situations.

We make sure you get to meet with like-minded people to create an exciting environment where every member is quite beneficial to one another. And to make it even more exciting, your final project is a real case that's presented to the board of directors of the company you apply at. That will give you confidence and train you to make decisions.

OUR PHYLOSOPHY

It's About You Doing!

- We respect every citizen of our republic, and we serve them with care and love.
- We designed comprehensive programs which guarantee you mastery of the practical aspects.
- To help forge the ultimate businessman; we work on your mind, vision, and character as they are all linked.
- We are not a commercial institution to sell certificates. You earn it by hard work, sweat and tears.
- We chose business because it is never a job, and it can't be. Business is a unique way of thinking and it's fun.
- And last but not least, our programs move to you. You don't need to come all the way to our premises.





WELCOME TO XYZ REPUBLIC .. YOUR REPUBLIC!

We would love to thank you for giving us the opportunity to help you leverage your Business understanding and practice by choosing this program . We promise it's gonna be a great journey together.

THE PROGRAM

This highly practical program alternates between theory and practice by working on real life cases.

It's designed particularly for senior managers and business owners like you to help them advance their business and management skills, for them to fully understand all the business aspects and take their organisations to the next level.

You'll learn how to study your business and its environment, master strategy and marketing tools and create an environment that embraces creativity and innovation.

You'll also learn the different schools of management and how to lead the change management move in your company.



INTRO

By the end of this program, you'll be able to assess your business, develop effective strategies, and guide your business to efficiency, sustainability, and market leadership.



OBJECTIVES.

1. Create your organisation a competitive advantage.
2. Create objectives and goals to guide strategy implementation.
3. Identify, evaluate, and develop strategies.
4. Understand and practice strategic management in a local and global context.
5. Understanding and applying innovation techniques.
6. Walk away with a change management plan and an executive presentation on the business case for change management

PROGRAM MODULES

● H = Hour
● C = Class

1

STRATEGIC PLANNING

- Business Analysis
- Strategy Formulation
- Strategy implementation
- Cases and Reflection

4H/2C

2

BUSINESS INNOVATION

- Innovation & Evolution
- Enhancing Creativity
- Idea Management
- Challenges & Cases

4H/2C

3

OPERATIONS & PROCESSES

- Operations Management
- Operations Models
- Process Types
- Quality & Efficiency

4H/2C

4

STRATEGIC MANAGEMENT

- Manager vs Leader
- Change and Transition
- Behaviour Change
- Facilitating Change
- Management Innovation

4H/2C

5

CHANGE MANAGEMENT

- Preparing for Change
- Team Structure
- Managing Change
- Reinforcing Change
- Cases

4H/2C

FEES & DURATION

All Material/Presentations included

PROGRAM FEES

10,000 L.E

DURATION & MATERIAL

- 20 hours/Course
- 10 Classes - Twice/Week
- 5 Modules
- Case Studies
- Practical Methods
- Presentations (Soft Copy)
- We offer private programs

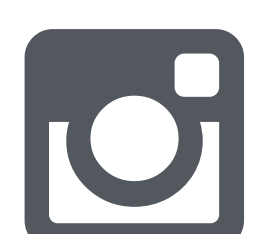


YOUR MOVE

4 Arkan Plaza, Sheikh Zayed, Giza,
Egypt info@xyzrepublic.com

+202 382 77077
+2 0110 28 7777 3/5

WWW.XYZREPUBLIC.COM



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