

experience
Operation Enterprise[®]



Get ready for the
REAL WORLD
of business

with our customized programs that introduce
high school and college students to the essential skills
necessary to succeed in business.

Operation Enterprise[®]

Operation Enterprise's Custom Programs reach more students in more places.

For nearly 50 years, Operation Enterprise® has been preparing students for the demanding challenges they will face in the world of business. Now, AMA is bringing Operation Enterprise to greater numbers of young people than ever before—with customized programs that are available throughout the year. Any of our content can be tailored to your particular needs, objectives and time limitations. OE has developed its special programs for such organizations as the Ohio Association of Educational Opportunities Program Personnel, Upward Bound, FBLA, Boy Scouts of America, DECA, National Academy Foundation, as well as high schools and colleges across the country and abroad.

What Do AMA's Operation Enterprise Custom Programs Offer?

Customized Content. Operation Enterprise content can be adapted to reflect your students' interests, needs, culture and practices.

Convenience. AMA can schedule OE student leadership conferences, forums and other unique events to accommodate the particular learning preferences and scheduling needs of your students and administration.

Flexibility and Versatility. Based on your needs, we can:

- Develop customized content and program materials
- Extend or reduce the duration of the event
- Provide students with expert coaching by real-world business practitioners

Mentoring. Wherever practical, our faculty can provide one-on-one guidance for students, both during and after the program. AMA has more than 85 years experience as a professional development leader and has delivered its world-class content for tens of thousands of students through Operation Enterprise.

Cost Advantage. A custom program can be a highly cost-effective learning experience for your students, depending on your needs.



Our programs include the following key business areas. You can also choose other topics you wish to include, and we will design and customize a workshop to your specific needs.



Core Topics

- Introduction to Management
- Business Writing
- Negotiation Skills
- Communication Skills
- Leadership (Personal and Corporate)
- Strategic Planning
- Presentation Skills

Additional Topics

- Interpersonal Skills
- Goal Setting
- Conflict Resolution
- Team Building
- E-Mail Etiquette
- College Counseling
- Networking Skills
- Time Management
- Ethics
- Entrepreneurship
- Stress Management for Teens
- Financial Literacy
- Business Etiquette
- Interviewing Skills
- Living Your Personal Best (Motivational)
- 5 Steps to Success (Motivational)



In addition to our workshops, we offer coaching sessions on Presentation Skills, Interviewing Skills and Resume Writing, as well as mentoring sessions on College Finding and Conflict Resolution.

Other available activities include Panel Forum and Task Force Presentations.



Operation Enterprise®

*Our mission...to prepare the future leaders of tomorrow
to succeed in business and to make a difference.*

"Once again, I want to say thank you for your hard work on the creation, planning and execution of the first Student Leadership Conference with AMA and Operation Enterprise. As a result of your joint efforts, students, staff and all in attendance experienced a great conference and left Columbus wanting more! Several students indicated that they were not ready to return home. Clearly, this speaks to your commitment and passion to develop an outstanding event for our students. You are to be commended on making the vision a reality.

—Sidney R. Childs
President, OAEOPP (Ohio
Association of Educational
Opportunities Program Personnel)

"I would first like to thank OE for letting me join the OE experience. This has been such a positive landmark in my high school [career]—I came in with not a lot of confidence, and it feels like I'm coming out with so many useful tools for the future. I have gained so much from this experience and have made so many lasting friendships. I have enjoyed this so much and I will cherish it for the rest of my life."

—Will Hilbert
Rye Country High School
Rye, NY

"I think you did a fantastic job to complement a fantastic summer program. I definitely loved my experience and would like to come back as a counselor."

—Aakash Ahamed
Governor Livingston High
School, Berkeley Heights, NJ



"OE has connected me with people in ways I never would have imagined. The excellent group dynamic fostered an environment to grow and learn. The speakers represented a range of topics and styles, each effective and inspirational for different reasons. Overall, OE exceeded my expectations by achieving a balance of work and play. It has certainly been the highlight of my summer, and will be a source of memories and inspiration for years to come."

—Jordan Mazza
Hillsborough High School
Hillsborough, NJ

"I came to OE with a dream...I'm leaving OE with a list of goals...a list of visions...OE may have been a stepping stone to success...yet to me, it was an achievement."

—Mia (Amelia) Persaud
Freedom Academy
Brooklyn, NY

For more information or to speak with an OE representative,
call **1-800-634-4262**, send an e-mail to **operationenterprise@amanet.org**
or visit our Website **www.amanet.org/oe**

About AMA

American Management Association is the world's leading membership-based management development organization. It is distinguished by the quality of its faculty of global business practitioners, the practical, action-oriented focus of its learning programs and the dynamic, interactive nature of its courses. AMA offers a full range of business education and management development programs for individuals and organizations in the Americas, Asia and Europe. More than 500,000 AMA customers a year, including a majority of the Fortune 500 companies and many federal agencies, learn superior business skills and best management practices through a variety of seminars, conferences and executive forums, e-learning and self-study courses, books, research and on-site and customized learning solutions. For more information, please visit www.amanet.org