

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that—our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2561](http://www.amanet.org/2561)

# AMA's 5-Day "MBA" Workshop

## Arm yourself with the 10 vital business skills you need to make sound business decisions

Whether you're in Boston or Beijing, New York or New Delhi, how you do business is changing fast. Competition is more fierce than ever. How well you can grasp and handle data, reduce risks, and manage people, processes, and new technology is being tested daily. You're also expected to innovate, strategize, and lead with success.

In this **one-of-a-kind program**, you'll explore these vital skills and behaviors, guided by leading business experts, and practice applying them in an **intensive business simulation**. Each new skill you explore will inform and support every other skill. Working alongside peers from a variety of industries, you'll also develop the leadership skills you need to apply these behaviors on the job. **This hands-on, 5-day immersive course, filled with exercises and insightful videos**, offers you the unique opportunity to experience what every business must do—**cut costs, increase revenue, and mitigate risks**—with a holistic, game-changing approach that can have a lasting positive impact not only on your career, but your entire future.

### How You Will Benefit

- Know your numbers to make sounder business decisions fast
- Communicate and collaborate more effectively with your team, management, and other stakeholders
- Improve the way you manage people, processes, and risks to drive projects and create value for your organization
- Enhance creativity and innovation in your team to develop new solutions to old problems and respond to changing customer expectations
- Apply what you learn in a guided simulation with fellow course participants
- Sharpen your leadership skills with actionable tips and tools

### What You Will Cover

#### THE 10 VITAL SKILLS

##### Review and Analyze

- Learn key financial concepts, tools, and terminology
- Review and analyze financial statements
- Identify relationships and learn the importance of key components

##### Number Crunch

- Analyze the numbers to gauge your organization's financial health
- Apply finance skills to lead sound business decisions

##### Problem Solve

- Solve problems by calculating the Net Present Value (NPV), Internal Rate of Return (IRR), and Profitability Index (PI)
- Estimate a project's cash inflow and outflow

## **Invest and Grow**

- Learn to make investment decisions using WACC, RONA, and EBITDA
- Assess and minimize risk

## **Manage**

- Learn how to manage multigenerational and virtual teams
- Utilize proven project management methodologies
- Apply technology to increase daily productivity

## **Communicate**

- Collaborate and communicate more effectively with colleagues
- Learn skills for managing conflict
- Present and write with greater clarity and impact

## **Strategize**

- Use the ADEPTT model to analyze the current state of your business and define goals
- Engage stakeholders for positive results
- Plan and execute strategy
- Troubleshoot and track results of strategy execution

## **Create and Innovate**

- Commit to doing things differently with your team and find out-of-the-box ideas
- Anticipate customer needs and create new solutions to respond to them

## **Market and Launch**

- Learn skills and tools to introduce new products in today's marketplace
- Apply skills to effectively market in today's social media marketing-driven economy

## **Lead**

- Learn to make tough decisions and inspire and lead your team with behaviors developed in a powerful business simulation

## **Who Should Attend**

All business professionals who need a well-rounded, practical, actionable set of skills and tools to enhance analytical, personal, professional, and business acumen and make sound business decisions.

## **Special Feature**

### **Simulation Project**

### **SIMULATION PROJECT**

On the last day of this workshop, apply your new knowledge, skills, and behaviors in this cloud-based capstone online simulation powered by Abilitie. Engage your leadership, teaming, and business acumen skills, and be ready to hit the ground running when you return to the office.

**Note:** Participants are required to bring their own device to the course (laptop or tablet). *The course agenda may be updated regularly as required.* AMA's 5-Day "MBA" Workshop does not award a degree.

## Schedule

- [5] days - \$3,995 Non Members
- [5] days - \$3,595 AMA Members
- [5] days - \$3,405 GSA

## Credits

7 PDU\_L /29 PDU/31 CPE

22 PDU\_S&B/3 CEU

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2561](http://www.amanet.org/2561)