

KIBGD

KnowledgeFountain Institute of Business Growth & Development

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AdvantageCompetition****

- Business Growth Strategies Workshop

➤ **Introduction**

The fiercely competitive business environment makes incessant demands for connecting with new sources of value. This is to compete as well as to collaborate and involves exposure to arenas of action beyond national borders. By studying how companies succeed and why they fail can very instructive. The programme is designed on the basis of knowledge available from research and best practices.

In today's cut-throat competitive business environment, continual business growth needs to go beyond conventional, traditional strategies. To survive and thrive organisations need to develop new competitive advantages, continually sharpen and enhance them, embrace new strategies such as Knowledge Management, Innovation, Change Management, Cost-cutting and of course, ensure Leadership Development. It is rightly said, tomorrow belongs to those who prepare for it today. Continual management development ensures overall competitiveness and alignment to the organisational vision and mission.

KnowledgeFountain offers a one-day excellent Management Development Program on business growth strategies for business community which specifically focuses on building competitiveness through development of competitive advantages.

➤ **Who should attend?**

This program is ideally suited for business owners, managers, entrepreneurs and startups.

➤ **What is covered?**

This one day program covers the following topics:

1. Changing Business Context- the technologically disruptive business environment
2. Understanding Competitive Advantages and Creating New Competitive Advantages to stay ahead of the growth curve
3. Knowledge Management for Business Growth (Leveraging organizational knowledge for sustainable Competitive advantage to drive growth)
4. Innovation for Business Growth
5. High Performance Organisational Work Culture

➤ **Duration:** one day (10 am to 6 pm).

➤ **How the program is delivered?**

This is instructor-led program delivered through case studies, introspective group discussions, analytical; group exercises, brainstorming, presentations, lectures and audio-visual aids.

➤ **How the participants will benefit?**

Participants who are business owners will understand the nature of competition and the need to develop a new paradigm for responding to the intensifying competition strategically. With analytical perspective of their businesses they will learn about key management strategies to build personal effectiveness. The participants will develop insightful understanding of the best and latest growth practices used by leading organizations. They develop a whole new perspective of their roles as 'Growth Leaders'. They are equipped with various strategies tools they can implement for better performance. The high performance work culture creates positive dynamics for higher efficiency and productivity. This program adds a new dimension to their performance.

➤ **Investment:** Rs. 4500 (Plus 18% GST)

➤ **Venue :** Churchgate or Dadar in Mumbai. Sessions are delivered at the premises of companies.

➤ **The Trainer:**

❖ **Prakash Almeida**

Founder and Director, KnowledgeFountain

Mr. Prakash Almeida holds multiple masters degrees in over 16 disciplines such as linguistics, literature, economics, management, defence and strategic studies, environment and ecology, knowledge management, sociology, political science, philosophy and religion, Psychology amongst others. With his ground in diverse disciplines he brings a holistic perspective to human life and knowledge. He has completed many diploma and certificate programs. He is a two-times gold medallist of Indira Gandhi National Open University and received many other awards and honours. He studied knowledge management at IIM-Ahmadabad, IIM-Calcutta, and IIT Mumbai. He holds certifications in Innovation & Entrepreneurship Development, Change Management, Intellectual Property Management from IIT Madras and Kharagpur. He is associated with many institutions. He has been delivering workshops and other training sessions on a variety of subjects. As a senior instruction designer he has designed many instructor-led and distance education programs. He has presented research papers in various national and international conferences. He is an author, editor and translator of many books, articles, and special issues. He is a senior instruction designer and knowledge management specialist. He is a well known speaker on various subjects. Mr. Almeida is specialised in Knowledge Management. He is founder-director of KnowledgeFountain group of institutes.

For more details contact:

The Coordinator –Workshops

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