



EXECUTIVE EDUCATION >
PERSONAL & ORGANISATIONAL EFFECTIVENESS



Business Acumen for Line Managers

Improve the commercial impact of your day-to-day decision-making to drive success and high performance.



19 - 20 June 2018

THIS PROGRAMME CAN ALSO BE DELIVERED IN-HOUSE FOR YOUR ORGANISATION ON YOUR PREFERRED DATES, AT YOUR PREMISES OR OURS.

**Gordon Institute
of Business Science**
University of Pretoria

This programme focuses on enhancing individual and company performance through the use of four tactical pillars.

For the individual, this includes understanding and improving the commercial impact of your day-to-day decision-making. For the organisation, this includes improving cash management, elevating the organisation and its culture, maximising income statement drivers and accelerating profitable growth. Using the Jumpshift Worth™ methodology, this practical, hands-on curriculum will equip line managers with the vital short-term tactics to help their organisations achieve its strategic goals.

Course info

FACULTY > **Enrico Baldassarri** has significant international experience in the consumer goods space. Prior to joining Revlon in 2015, as its regional MD, Enrico was the managing director of Johnson & Johnson Medical based in South Africa, staging a successful turnaround of their operations back to profitable growth. He has had particular success in the field of restructuring and expanding businesses, leading to enhanced profitability for organisations in developing and emerging markets, with specific expertise and focus in Africa

FEE > R 14 900 (includes tuition, instruction material, lunches and refreshments and is VAT exempt).

DURATION > Two days

DATES > 19 – 20 June 2018

Key focus areas:

- > Achieving profitable accelerated growth by understanding greater innovation, product life cycle management and portfolio management;
- > Maximising income statement drivers by understanding smart price increases and using cost of goods sold and cost of selling more effectively;
- > Elevating organisational culture to increase the productivity of people, improve their efficiency and align them to company values; and
- > Improving cash management by understanding net working capital, ROI on capital expenditure and managing taxes.

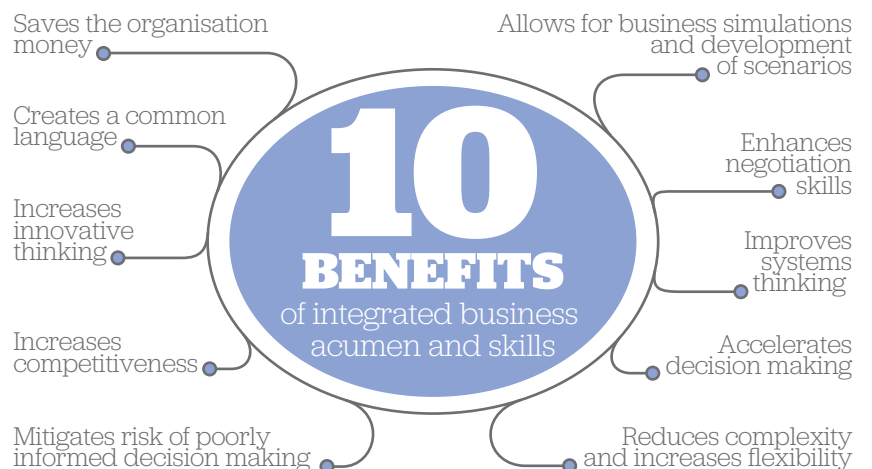
Who should attend?

Line managers, functional and technical specialists from all industries who understand the strategy of their organisations and/or business units, and would like to be equipped with the necessary tactical tools to help an organisation deliver value and profits successfully.

How you will benefit:

At the end of the programme, you will be able to:

- > Make more informed decisions from and for each line of an income statement and cashflow statement;
- > Make better calls on portfolio management;
- > Develop plans on product launches and lifecycle maintenance;
- > Analyse return on investment on advertising, marketing and sales activities;
- > Set clear priorities for the business;
- > Develop aggressive growth action plans;
- > Enhance the profitability of your business;
- > Engage with all stakeholders in a business; and
- > Develop clear people development plans.



For enquiries call **+27 (0)11 771 4326** or email vickers@gibs.co.za

This programme can also be offered in-house for your organisation. Enquire about our Study & Stay packages at our on-site Illovo Hotel.