

# STRATEGIC MANAGEMENT COURSE



## Manufacturing Business Excellence

- Strategic Thinking
- Business Growth
- Managing People
- Marketing Strategy
- Finance & Systems
- Forging Innovation

**6 WEEK PROGRAMME**  
DELIVERED FACE TO FACE

**SECURE YOUR PLACE**  
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**Whyy?**



# What is the Manufacturing Business Excellence: Strategic Management Course?

The Manufacturing Business Excellence: Strategic Management Course is a strategic leadership course designed by business leaders for business leaders to help you scale your manufacturing business.

## How does it work?

The strategic management course has been designed to allow you to complete it alongside full-time work, the time commitment is 24 hours over 6 weeks. Each 4-hour session is delivered weekly on a Thursday afternoon by a team of highly skilled practitioners, face to face in open cohorts at the AESSEAL New York Stadium in Rotherham.

The course is partially funded through Skills Bank, making it available to you at a very favourable price of just £525 per delegate.

The programme is taught by practitioners who have a combined total of over 50 years of real-world experience in manufacturing, operational excellence and transforming businesses. These collaborative, interactive and practical workshops will give you the opportunity to implement meaningful changes to the strategic direction of your business.

## Who's it for?

Manufacturing Business Excellence: Strategic Management course is for business owners, leaders, or senior management from the manufacturing and supply chain sector who are serious about the future of their business.

***The team are so knowledgeable and supportive, the atmosphere is very welcoming and the small group sizes really make the learning experience better.***

Lauren Bonnington, TT Electronics plc.



## Course Components

Here's what you can expect from the course:

### Networking

Network, share ideas and participate in active discussions with other like-minded Directors and Senior Leaders.

### Bespoke Action Plan

Craft a bespoke business model canvas for your business and start making a difference straight away.



### Interactive Learning

Training is delivered face to face, in small groups through a variety of engaging and interactive delivery methods.

### Practical Workshops

Taught by highly skilled practitioners, these hands-on workshops are designed to give you the tools you need to lead your business forward.

## What will I learn?

Module

### 01 Strategic Thinking

Explore the vision, mission and values of your organisation. Design a Business Model Canvas (BMC) and develop your strategic thinking to elevate your brand.

Module

### 02 Business Growth

Showcase your BMC, get valuable feedback on your strategy and identify areas that could benefit from growth, improvement, and collaboration.

Module

### 03 Marketing Strategy

Apply your BMC and learn how to develop your communications strategy. Combine sales and communications to identify new markets and raise the profile of your brand.

Module

### 04 Finance & Systems

Enhance your Financial Management skills and understanding of cash flow forecasting, invoicing and handling debtor/supplier payments and the systems to review budgets.

Module

### 05 Managing People

Learn how to profile people internally and externally, identify who and how to manage, and influence teams to drive change and create followers within your business.

Module

### 06 Forging Innovation

Strengthen your ability to forge innovation across your organisation and instil the vision it was built on. Learn how to apply the latest changes in people management.

Don't just take our word for it...

**Henry Boot**

*I can't recommend Why? Change enough it was a great environment to learn within. Such a support, caring and encouraging environment.*

Millie Wilkinson, Henry Boot plc.



*The team is great, friendly, competent and have tremendous knowledge.*

Dounia Bakira, AESSEAL plc.



*Learning with Why? Change is unlike anywhere else. The friendly and supportive environment makes the learning experience very enjoyable.*

*The Team at Why? Change have a wide range of knowledge and skill and ensure that there is an inclusive and open teaching format so the students feel that they can actively participate in the process.*

*Students are encouraged to discuss and debate the topics under discussion and there are plenty of opportunities for practical application of the learnings.*

Paul Dalton, Sonoco plc.



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## Manufacturing Business Excellence

Why?

**Who:** CEOs, Directors & Senior Leaders

**How:** Weekly face-to-face sessions over 6 weeks  
(Total time commitment: 24 hours)

**Where:** AESSEAL New York Stadium, Rotherham

**When:** Thursday afternoons - *starting soon!*

**Price:** £525 per delegate

**Places Remaining:** 15

*With only a limited number of places available, please don't miss out! **Book Now.***



To secure your place, please email Anne Wilson MBE

[annewilson@whyychange.com](mailto:annewilson@whyychange.com)