

Speaker Program 2:

What In the World Are We Teaching In Our Business Schools and Corporate Training Programs?

➤ Synopsis:

Today's global, technological, and intensely competitive markets are forcing organizations to constantly re-evaluate their business processes. Business schools and professional trainers attempt to prepare their students and clients to succeed in this constantly and rapidly changing environment. Are the business schools and corporate training programs teaching the right material?

➤ Content:

- a. The program addresses four questions critical to any organization:
 1. What are the pressures facing businesses in your company and marketplace;
 2. Do your employees have the necessary business acumen and technical expertise to help your company compete and prosper;
 3. What skills, knowledge and abilities are needed to sustain competitive advantage;
 4. Are you getting your money's worth from your business school graduates and corporate training programs?

- a. The program provides responses to the needs of business leaders in a fast changing and hyper competitive marketplace:
 1. Developing HR outcomes that directly support and enhance the company's business plan;
 2. Developing and improving business and financial literacy for all professionals;
 3. Learning how to read the business environment for opportunities and threats;
 4. Generating a direct link between your professional discipline and the performance drivers that keep your company in business;
 5. Changing your business and HR models to meet the market driven competition

➤ Time: One hour