



EXECUTIVE MANAGEMENT DEVELOPMENT PROGRAMME

Overview: The Fáilte Ireland Executive Management Development Programme is being run in partnership with the IMI. Participants will learn from subject experts and apply the latest thought leadership and best practice to their own businesses in what will be an interactive and experiential learning environment.

Context: To be a successful business executive in today's challenging business climate, particularly with the onset of Brexit on the horizon, they must have the capacity to positively influence business performance from a strategic perspective. Participants will be challenged throughout this programme to formulate a strategic vision and direction for the own business and outline a plan for the implementation of their strategic vision.

Objective: On completion of the programme participants will have:

- Clarified a strategic vision and direction for their business
- Understood their personal leadership impact and enhanced their practical leadership skills and awareness
- Expanded their financial acumen and strategic financial decision making capacity
- Articulated a clear value proposition and strategic marketing position for their business
- Developed a strategic business blueprint to maximise agile business growth and performance

Location: Irish Management Institute (IMI), Dublin

Delivery: 5 core modules delivered between November 2017 – April 2018

Cost: TBC

Who should attend:

Senior Executives in the hospitality and tourism sector who want to gain a greater understanding of the opportunities that exist for their business and how to leverage these opportunities to grow their business.

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Programme Content					
Core Module	Module 1	Module 2	Module 3	Module 4	Module 5
	Strategic Direction	Personal Leadership	Sales & Marketing	Business Finance	Strategy Implementation
Duration	1.5 days	1 day	1.5 days	1.5 days	1 days
Month	November 2017	December 2017	January 2018	February 2018	March 2018
Key Learning Outcomes	<p>Understand key elements of strategy formulation</p> <p>Apply strategic planning tools to your own businesses context</p>	<p>Raise awareness of your own leadership style and its impact</p> <p>Enhance your interpersonal leadership skills</p>	<p>Evaluate the industry to inform marketing decisions for growth</p> <p>Develop an effective marketing strategy for your business</p>	<p>Develop the financial acumen to understand and analyse financial accounts</p> <p>Apply tools to prepare financial business plans and make sound financial decisions for your business</p>	<p>Translate strategic plans into actionable steps</p> <p>Build resources and capability to implement strategic plans</p>

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Module Content	Assessing the external environment	Personal leadership style and impact	Marketing strategy in a digital world	Financial analysis & evaluating	The agile organization
	Competitive Positioning	Emotional Intelligence & Authentic Leadership	Market Intelligence	Management accounts	Leading change and transformation
	Stakeholder mapping	Creating high performance teams	Customer, competitor, company and market analysis	Financial business planning	Building capability
	Scenario planning	Leader/Follower relationships	Value proposition and strategic positioning	Investments and Capital Markets	Business Model Innovation
	Sustainable Competitive Advantage	Leader as Coach	Marketing communications	Financial Stakeholder Management	Innovation Management
	Strategic resource & capability planning	Understanding Motivation & Influence	Marketing planning & measurement		Strategy Mapping
Additional Content	Strategic decision making				KPI's & Data
	Industry guest speaker	Psychometric Assessment Feedback	Industry guest speaker	Industry guest speaker	
	Psychometric Assessment				

*An in-depth assessment of business performance to understand current status and establish a baseline set of data will be undertaken in October 2017

*A ½ day follow up mentoring project will take place in each participants company in April 2018