

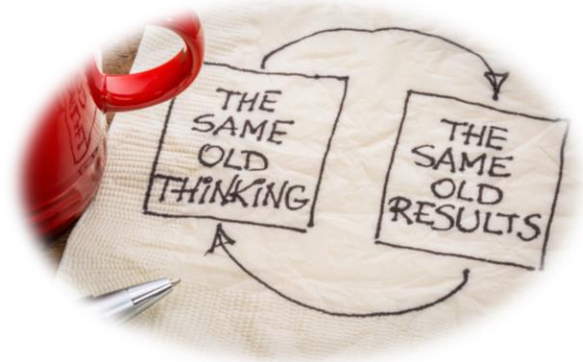


- *Unique content*
- *Case based learning*
- *Modular flexible format*
- *In-house delivery and support options*

Leadership & Management Development:

The Alternate Executive MBA for Organisations

Faster, cheaper, better.



For the many, not the few.

A 'no-frills' interactive, frontline solution for all organisations and their managers.



“Managers do things right.

Leaders do the right thing.”

— Warren G. Bennis



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New developments

Over the last twenty years, we have worked with many clients, analysing and assisting on engagement, designing learning events and development programmes/interventions. This culminated in establishing our business school and its associated course portfolio and support framework.

Today, there are many management courses/qualifications that arguably repeat the same recycled content that, though useful or 'nice to know', add little value to a manager's frontline thinking and action.

The MBA itself, a revolutionary invention of its time, has undergone huge growth with many variations now in vogue, but the question remains as to its actual value, particularly to organisations.

In a new development, we've distilled our own innovative MBA to core learnings, that can be applied to the organisation. There are three 'stem' versions: private sector, public sector and NFP. Further case customisation is available. These can be facilitated in engaging, interactive fashion – workshop-style, peer and x-peer groups/teams with a variety of options and services.

What's more is the potential for real-time application. The content/learning can be delivered in a variety of duration formats and delivery schedule to suit.



As practitioners, we prefer peer/x-peer learning groups, as aside from the interactive environment, there is the opportunity for managers to engage/network with each other; and the benefits this brings, given the time challenges often faced to meet-up in normal operational time.

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Learning the 'SCART' way

This preference should also be seen in the light of our 2018 report on manager engagement in organisations (entitled 'The Hidden Menace') that found such disparity in levels of engagement in the manager roles, and often wrongly assumed to be positive. There was clear evidence of a corresponding detrimental team engagement effect. Thus these types of learning events can be used as part of a wider engagement intervention/evaluation.

To aid learning/engagement, VaLUENTiS' AltEx MBA utilises its unique SCART technology. SCART is an acronym for '**Synchronous and Continuous Assessment in Real Time**' using VaLUENTiS proprietary question methodology.

This app enables instant individual and group feedback on case learning as well as the collation of insightful normative data.

The course content includes the latest market thinking (where it adds value), supplemented with condensed curated reading, case studies and game-based exercises. Selected case material is sourced either from the extensive Harvard or specific VaLUENTiS libraries.



Learning support can take a variety of forms, given the options chosen, whether it's coaching, like our 'Smart Coaching' service, supplemental content teaching, through to basic messaging exchanges and everything in between where agreed.

This all adds up to an innovative organisational learning solution that is cost-effective, has more frontline application and speedier implementation.

Above all, it's available to all managers to participate with different levels and multi-duration formats as options.

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Some important points

The ability to benchmark class participation responses in an aggregate manner can highlight potential management talent strengths and weaknesses, as well as providing a general teamwork index. Both of these can be used for further evaluation and development priorities.

We would also point out that whatever modular format is chosen, there is the flexibility and the potential to cross-link to any existing competency frameworks that may already exist. However, our emphasis is very much on learning applications.

Given our measurement and survey background, a number of data collation methods can be employed to garner feedback and effect, at pre-, during and post-stages of participation.

The various course contents also have the potential to be assigned or kick-off various organisation projects where desired or mandated.



Three more important points to make:

1. Underpinning our Development Programme content and interaction is our ethos of Cognitive Diversity ('Cog D.' as we call it). We promote the premise that cognitive diversity starts with the individual being equipped to apply diverse thinking in different situations which is then enhanced by the team/group.
2. We see many leadership development programmes conducted and aimed at the few 'super-talents'. Our philosophy, however, is to target the vast majority of the management population, believing this to be of greater benefit. More to the many at less cost individually is our focus.
3. Commonly in organisations, we see disparities on individual managers 'wants' when it comes to learning and what the respective organisation provides. As much as this can be attributable individual over-indulgence and organisation means, it is an important factor in balancing learning needs and effectively meeting them.

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Core modules

- 1 Strategic Thinking Imperative
- 2 Sales & Marketing: Forget the 4Ps, it's about CVP
- 3 Understanding and optimising business models
- 4 Rethinking Leadership and Values
- 5 Critical Organisation Decision-making and Risk
- 6 Engaging and Managing Talent
- 7 Tales of Real Creativity and Innovation
- 8 The Wisdom of Organisation Performance Scorecards

Note: We would stress that all participants should attend our 1-day *'Cognitive Diversity to enhance Individual and Team Performance'* as a precursor as cognitive diversity is a underpinning theme of all modules. Standard durations:

1-day	2-day	3-day	5-day	Custom
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Valuentis AltEx MBA can be delivered in multiple formats linking with other existing programmes or as its own stand alone programme or a hybrid version. More customised approaches are available with approved subject content and case studies, where appropriate and agreed.

Clients also have the option of choosing some or all of the various modules though we would argue that selecting the core portfolio will provide the greatest benefits of CPD.





“We can be blind to the obvious, and we are also blind to our blindness.”

— Daniel Kahneman, *Thinking, Fast and Slow*





'Cognitive Diversity'



'Smart Social Interaction'

VaLUENTiS Business School
180/186 Kings Cross Road
London
WC1X 9DE

Programme Director:
Nicholas J Higgins

Tel: +44 (0) 781 140 4713

www.VALBS.com
e-mail: enquiries@VALBS.com



VaLUENTiS
Business School
'Inspiring Talent'



VaLUENTiS
'The New Art of People Science'

VaLUENTiS Ltd
Head Office
Toll House, 6th Floor
City Gate East
Tollhouse Hill
Nottingham
NG1 5FS

Tel: +44 (0) 115 671 7231

www.valuentis.com
e-mail: enquiries@valuentis.com