

the strategic advantage

essential strategies for business success

About us

Established in 1996, t2 business solutions has grown to become one of the largest providers of executive development in the UK - employing over 100 staff and supporting nearly 2,500 people in over 500 organisations.

Our aim is to help organisations and individuals close the gap between their performance and potential through our portfolio of training, coaching and business solutions. Our Directors are constantly spanning the globe for innovative ideas and best practice to incorporate into our solutions.

All our trainers, coaches and consultants are full-time employees, who are constantly evaluating and improving our services through feedback from our clients. One of our main differentiators over other organisations is that our entire workforce are from the SME sector and recognise that SMEs face significantly different challenges to the corporate and public sector. This has been one of the keys to our success.

Strategic Advantage

In most businesses, just a few decisions can make the difference between superior performance and ordinary results. Strategic decisions are seldom easy - they call for high quality analysis and strategic thinking, in order to make the right decision from amongst the many possible options. These decisions also depend on the skills required in managing the decision-making process; the 'latest thinking', critical numbers, defining roles, effective teamwork and handling people. This practical and highly interactive programme will help you improve the quality of your strategic decision making, providing practical tools for addressing both the analytical and process management challenges.

Who is it for?

The 'Strategic Advantage' programme is for senior decision makers involved in making strategic decisions - either in overall control of a business or in senior roles that influence overall performance.

How will my company or organisation benefit?

In order to improve performance you need to make the right strategic decisions. The tools and techniques you will learn will raise the quality of your 'strategic thinking' thought process. This will be reflected in the outcome of all the decisions you make in the future, leading to increased performance in your workforce.

What makes the programme different?

The workshops have been designed specifically for the SME sector. The aim of the programme is to arm you with the tools and techniques required to make successful strategic decisions. The programme focuses on your business and is carefully designed to challenge your thinking, leading you toward strategic and operational excellence.

The Strategic Advantage provides insight into:

- A combination of tools for developing strategy and managing the decision making process
- Experiential learning - the application of new tools and techniques into your business between the workshops
- Masterminding - working as a Board with the other participants, using the tools and techniques you are learning to solve your biggest business challenges
- Different ways of thinking - network with high calibre, like-minded participants, who deal with similar issues every day
- Peer advice - stay in touch with the tutors and other participants through the use of our post-course website forum

Programme Topics

The topics included in the programme have been carefully selected to maximise the impact on your business and give immediate results. The key topics covered are:

- **Vision & Strategy**
- **Marketing for Growth**
- **The Sales Process**
- **Finance & Execution**
- **Leadership Theory**

What will I learn?

Throughout the programme, you will learn:

- The difference between strategic and operational thinking
- Practical tools for developing strategy
- Techniques for managing the decision making process
- Tips and pitfalls in making strategic decisions from the World's most experienced trainers, coaches and consultants in the SME sector

Duration

2 days spread over 4 weeks

What previous clients say

“A thought provoking and worthwhile programme.”

Rick Turner,
The Big Sheep

“A broad course which covered key management concepts effectively.”

Nick Snelling,
Redeye International

“A good insight into styles of leadership and how they can impact on organisations and individuals.”

Steve Selfe,
Bristol City Council

Contact

t2 business solutions
National Training Head Quarters
Melrose Hall, Cypress Drive
St Mellons, Cardiff, CF3 0EG

tel: 02920 799133

fax: 02920 819515

email: enquiries@t2business.co.uk

web: www.t2business.co.uk

Offices

Cardiff • Bristol • Birmingham • London • Reading

 | business solutions