Fresh thinking, to help business flourish.

Executive Education

ESSEX BUSINESS SCHOOL
Business
as usual?
Not at Essex

Boost your skills, develop your team, and embrace large-scale organisational change: join one of our executive education programmes. Taking just a few days out of your busy schedule can make all the difference. Our exciting new executive education programmes can turn ‘business as usual’ into something incredibly productive.

At Essex Business School we’ve been teaching the next generation of business professionals for 25 years. We’re offering our expertise, through these unique executive programmes, to current business leaders. This is your opportunity to access our innovative teaching, so you can reach your personal and business objectives. Plus, our programmes provide the opportunity to create valuable networks with likeminded business leaders.

Essex Business School is ranked in the UK’s top 25 for research excellence (REF 2014), meaning our world leading academics are equipped to provide you with the most up-to-date and relevant expertise.

We’re champions of responsible management and sustainable business. We use creativity and innovation to drive organisations forward and make them better places to do business.

Teaching for all our executive programme sessions takes place at Wivenhoe House Hotel, the four-star, Grade II listed hotel with superb business facilities located on our Colchester Campus in northeast Essex.

So, if you’re a leader in any area of business, you can benefit from the practical knowledge delivered through our tools and techniques. We look forward to welcoming you.

Our executive programmes for 2017-18

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<th>Programme</th>
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<td>Accelerating Innovation Programme</td>
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<td>Key Account Management Programme</td>
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We can also offer customised programmes to fit your requirements.

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Programme overview

This intensive four-day management and leadership programme – delivered across two sessions of two days – will help you maximise your business performance and drive organisational change. It is designed for leaders seeking professional development opportunities and general management training in order to improve organisational success.

The Essex Core Management Programme gives you access to world-renowned academic expertise and practical management skills without the need to spend too long away from the office. You benefit from the knowledge and skills of an international business school in an easily-digestible format.

Programme aims

- Gain a strong understanding of effective management concepts.
- Learn how to improve business performance through effective people management.
- Discover how to set objectives and KPIs to deliver commercial results.
- Understand what success looks like and learn how to create new success standards.
- Interact with senior leaders from growing businesses and learn from best practice.
- Develop a business case for a significant commercial improvement in your organisation.

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Our flagship general management short course

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Venue

Wivenhoe House Hotel, University of Essex Colchester Campus

Cost

- Standard programme fee: £1,550
- Alumni programme fee: £1,395

Suitable for

Directors, senior executives, managers and entrepreneurs

"We show leaders how to innovate to protect their business in times of change, whilst still finding opportunities for growth."

Professor Tazeeb Rajwani
Head of Executive Education, Essex Business School
Programme overview
This two-day sales and marketing training programme helps you to manage strategically important customer accounts for retention and growth.

Through interactive workshops, you learn how to best retain clients and grow key accounts, rather than simply focusing on winning new business, in order to maximise profit and commission. You leave with practical tools, processes and skills that can improve how your organisation approaches key account management.

Programme aims
- Learn what makes a ‘key’ account.
- Understand the different levels of relationships your business can develop with clients.
- Learn how to develop a culture in your organisation that fosters innovation.
- Understand the Decision Making Unit and how people within it think and process information differently.
- Discover how to influence, manage and motivate key account management teams.

Accelerating Innovation Programme
Designed for those wishing to grow their business with sustainable resilience
2 days

Date
20 - 21 November 2017

Venue
Wivenhoe House Hotel,
University of Essex Colchester Campus

Cost
Standard programme fee: £1,500
Alumni programme fee: £1,350

Suitable for
Directors, senior executives, managers and entrepreneurs

Key Account Management Programme
Build your reputation as an informed, commercial leader in your sector
2 days

Date
5 - 6 February 2018

Venue
Wivenhoe House Hotel,
University of Essex Colchester Campus

Cost
Standard programme fee: £1,500
Alumni programme fee: £1,350

Suitable for
Sales directors and account managers, marketing account directors and managers working in agencies and b2b, client services directors and managers and entrepreneurs

Programme overview
Is your business struggling to keep pace with technological change? Has growth made it difficult for your firm to stay agile? Are you unsure of how to implement organisational change?

This short course helps you develop better business models to deliver products and services more efficiently and effectively in an unpredictable world. We show you how to protect your business in times of change, whilst still finding opportunities for growth.

Programme aims
- Explore the managerial challenges organisations face when seeking to innovate.
- Understand the business capabilities needed for effective innovation.
- Learn how to develop a culture in your organisation that fosters innovation.
- Learn how to apply these concepts for change and be an inspirational leader.

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Through interactive workshops, you learn how to best retain clients and grow key accounts, rather than simply focusing on winning new business, in order to maximise profit and commission. You leave with practical tools, processes and skills that can improve how your organisation approaches key account management.

Programme aims
- Learn what makes a ‘key’ account.
- Understand the different levels of relationships your business can develop with clients.
- Learn how to use tools such as customer journey mapping, value analysis and campaign planning to enhance these relationships and create customer value.
- Understand the Decision Making Unit and how people within it think and process information differently.
- Discover how to influence, manage and motivate key account management teams.
Programme overview
As a strategic leader how do you develop a competitive advantage for your organisation?

This short course delivers a series of tools and techniques to make sense of your external business environment, industry dynamics and market position. We introduce management processes for delivering significant business growth and strategies for creating high customer value, explaining their relevance to the success or failure of organisations.

We explore the challenges leaders can encounter when developing strategies and highlight the opportunities and threats of a range of industries. We consider both the financial and people management factors involved in formulating strategies for competitive advantage and develop your strategic decision making skills.

Programme aims
¢ Understand the basics of strategy development and how to develop a framework for your organisation.
¢ Link high growth strategy to strategic objectives.
¢ Understand the unique strategic challenges your organisation is facing.
¢ Learn how to deliver a customer-centric value proposition.
¢ Uncover the hallmark characteristics of successful strategic thinkers.

Leading strategically will enable high performance and organisations to flourish
3 days
Date
12 - 14 March 2018
Venue
Wivenhoe House Hotel,
University of Essex Colchester Campus

Cost
Standard programme fee: £1,750
Alumni programme fee: £1,575

Suitable for
Ambitious leaders focused on strategy development.

Getting to our Colchester Campus
Road 60 miles from central London on the A12
Rail 46 minutes from London Liverpool Street
Air 30 miles to London Stansted Airport and 44 miles to Southend Airport

Orchestrating Competitive Advantage Programme

Orchestrating
Competitive Advantage
Programme

Essex Business School can also develop and deliver customised training programmes for you, whatever sector your business operates within. We use our unique methods to understand your needs, harnessing our expertise to ensure it has a positive impact to take you and your business to the next level.

Talk to us today about how our executive programmes and customised courses can add fresh thinking to your business.

Contact us
Professor Tazeeb Rajwani
Head of Executive Education
Professor Nigel Pye
MBA Director
execed@essex.ac.uk
www.essex.ac.uk/see/executive-education

Customised programmes

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