



Achieving Success in Business

**Specially designed for Small Industries and
Students aspiring to Succeed as Entrepreneurs**

**Six Programmes, 3 Saturdays, Flexibility in registering each programme
December 15, 22 and 29, 2018 • 9.30 a.m. to 1.30 p.m. • 2.30 to 6.30 p.m.**

Venue: Torrent-AMA Management Centre, Core-AMA Management House,
AMA Complex, Vastrapur, Ahmedabad 380 015

Programme Objectives:

This series of the programme will help the participants to:

- Develop & provide leadership to the organization to succeed
- See beyond limitations and create opportunities
- Build system driven organizations rather than person driven organization
- Craft Business Growth strategies based on the USP's
- Establishing a Brand in the market
- Develop team of people with ownership
- Encourage environment of creative thinking in organization

Who should attend?

SME & MSME Leaders, Startup business owners & Entrepreneurs,
Professionals, Traders

You can register for each programme depending on your convenience.

Programme Details

Programme 1

BUSINESS BEYOND LIMITATIONS

Saturday, December 15, 2018 • 9.30 a.m. to 1.30 p.m.

Great Leaders build Great Organizations; Understanding & overcoming today's challenges; Identifying & overcoming limitations; Creating Opportunities; Power of Business Networking

Programme 2

DEVELOPING BUSINESS SYSTEMS

Saturday, December 15, 2018 • 2.30 p.m. to 6.30 p.m.

Need and importance of System driven business; What are Business Systems, Policies & SOP's; How to setup Business Systems; Plan of Action

Programme 3

BUSINESS GROWTH STRATEGIES & BEATING COMPETITION

Saturday, December 22, 2018 • 9.30 a.m. to 1.30 p.m.

What is Competition and how to face it; Business Growth Strategies; Developing Business goals; Developing a Business Growth Plan

Programme 4

BUSINESS BRANDING

Saturday, December 22, 2018 • 2.30 p.m. to 6.30 p.m.

Why Branding is required in today's world; Branding your organization, products & services; Methods & Media for Branding; Branding Budget & Plan

Programme 5

BUILDING ORGANIZATION THROUGH PEOPLE POWER

Saturday, December 29, 2018 • 9.30 a.m. to 1.30 p.m.

Understanding basics of Human Resources; Recruiting & Retaining Employees; Employee Engagement & Motivation activities; Helping People grow for the Growth of Organization

Programme 6

CREATIVITY FOR PROBLEM SOLVING & CRISIS MANAGEMENT

Saturday, December 29, 2018 • 2.30 p.m. to 6.30 p.m.

Myths & Realities of Creativity; Tools & Techniques of Creative thinking; Applying creative thinking for Problem Solving & Crisis Management; Nurturing creative thinking environment in organization

Faculty : **Kamal Dabawala** is a **Change Agent** by passion and **Training and Development Consultant** by profession. He is an International Training Fellow (ITF). It is the highest level of recognition bestowed by JCI Training, USA. His clients include national and multinational organisations and Government.

Fees : For each programme Rs.700/- per participant. Fee includes course fee and refreshment. (Registration for all programs Rs. 4000/-)

Registration:

Please send your registration along with participation fee to:

Ahmedabad Management Association

AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380 015

Phone:079-26308601-5 • Mobile : 9537407187, 7069940917, 7203030990

E-mail: ama@amaIndia.org • Website: www.amaIndia.org

Mobile App: AMA-Ahmedabad amaIndia.org

