



Achieving Success in Business

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

Saturdays & Sundays, September 8 to 30, 2018

(Saturdays 4.00 p.m. to 8.00 p.m. • Sundays 9.30 a.m. to 1.30 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

Prog. 1 : BUSINESS BEYOND LIMITATIONS

Saturday, September 8, 2018 • 4.00p.m. to 8.00 p.m.

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

Prog. 2 : DEVELOPING BUSINESS SYSTEMS

Sunday, September 9, 2018 • 9.30 a.m. to 1.30 p.m.

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

Prog.3 : BUSINESS GROWTH STRATEGIES & BEATING COMPETITION

Saturday, September 15, 2018 • 4.00 p.m. to 8.00 p.m.

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

Prog.4 : BUSINESS BRANDING

Sunday, September 16, 2018 • 9.30 a.m. to 1.30 p.m.

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

Prog. 5 : BUILDING ORGANIZATION THROUGH PEOPLE POWER

Saturday, September 29, 2018 • 4.00 p.m. to 8.00 p.m.

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

Prog. 6 : CREATIVITY FOR PROBLEM SOLVING & CRISIS MANAGEMENT

Sunday, September 30, 2018 • 9.30 a.m. to 1.30 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. (For all the 6 programs Rs. 3500/-)

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

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