



# Achieving Success in Business

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

**Saturdays & Sundays, August 5 to 20, 2017  
(Saturdays 4.00 p.m. to 8.00 p.m. • Sundays 9.00 a.m. to 1.00 p.m.)**

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

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## **Programme Objectives:**

**Achieving Success in Business** 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.**

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## **Programme Details**

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### **Programme 1**

#### **BUSINESS BEYOND LIMITATIONS**

**Saturday, August 5, 2017 • 4.00 to 8.00 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**

**Sunday, August 6, 2017 • 9.00 to 1.00 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, August 12, 2017 • 4.00 to 8.00 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**

**Sunday, August 13, 2017 • 9.00 to 1.00 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, August 19, 2017 • 4.00 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

### Programme 6

#### **CREATIVITY FOR PROBLEM SOLVING & CRISIS MANAGEMENT**

**Sunday, August 20, 2017 • 9.00 to 1.00 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.

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**Fees :** For each programme Rs.700/- per participant. Fee includes course fee and refreshment. (For all the 6 programmes Rs. 3500/-)

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#### **Registration:**

Please send your registration along with participation fee to:

**Ahmedabad Management Association**, AMA Complex, ATIRA Campus, Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380015 • Ph.: 079-26308601-5 • Mobile : 9537407187, 7069940917  
E-mail: ama@amaindia.org Website: www.amaindia.org  
Android Mobile App: AMA-Ahmedabad amaIndia.org



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**REGISTRATION FORM:**

Please fill-in and return this form along with participation fee to:

**Ahmedabad Management Association**

ATIRA Campus, Dr. Vikram Sarabhai Marg, Ahmedabad 380 015.

**Phone:** 079-26308601-6 • **Mobile:** 9537407187, 7069940917

**Fax:** 079-26305692 • **E-mail:** ama@amaindia.org

**Website:** www.amaindia.org

**Mobile App:** AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of  
"Ahmedabad Management Association".

**Name(s)** \_\_\_\_\_ **Designation:** \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ **Pin Code:** \_\_\_\_\_

**Telephone(s):** \_\_\_\_\_ **Mobile:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-mail:**