

# **BUSINESS ESSENTIALS**

## **BUSINESS LEADERSHIP DEVELOPMENT CERTIFICATE PROGRAM**

### **Differentiate your skills. Advance your career.**

The Business Essentials program is a developmental journey that focuses on performance outcomes and is purposely designed for maximum impact. In this Business Leadership Development Program, new skills, knowledge and behaviours are learned and applied through intentional integration in the workplace.

- **Learn to think like an executive** and reap the benefits of strategic thinking
- **Experience a learning journey** that is deliberately designed and spaced over time to allow for absorption of key concepts and implementation of learning back into the workplace
- **Complete a work-based project** with the guidance of a Haskayne mentor to provide value back to your organization
- **Receive one-on-one coaching** from an executive coach to develop a pragmatic plan for leadership practice
- **Build a business network** while learning from peers across various industries and Haskayne's most practical faculty members

**Program Delivery:** Blended Certificate (148 hours)

- Commitment:**
- 11 days of in class program content;  
22 hours of blended preparation
  - Action Learning Project (ALP) process,  
with 20 hours of project development
  - 2 ALP mentoring clinics
  - 2 Leadership Coaching clinics
  - 1 ALP presentation preparation clinic
  - ALP Capstone presentations

- Professional Development Hours:**
- Pre-approved by CPHR Alberta for 148 hours
  - 11 PDUs for Continuing Certification Requirements (CCR) offered by PMI®

**Timeframe:** October 16, 2020 - April 9, 2021\*\*

**Investment:** \$10,250

## COMPLETE A WORK-BASED PROJECT THAT CREATES VALUE FOR YOUR ORGANIZATION

A critical success measure of Business Essentials is ensuring that what is learned is applied to real, relevant and timely business issues and opportunities. The Action Learning Project (ALP) process is designed to provide an opportunity for you to practically apply program content, assess knowledge gained and drive action through critical thinking and effective communication. In addition, ALPs produce a tangible outcome for you and your organization. Business Essentials Alumni have achieved the following with their ALPs:

- A new process to reduce mandatory auditing costs by approximately \$5M over 5 years
- An additional 20% in annual revenues by identifying a new opportunity in the sales process
- A system to reduce company risk and control testing costs by 75%
- \$500K inventory cost savings through more effective supply chain management
- \$1M incremental revenue opportunity from equipment rental versus sales
- Created a dual competitive advantage by adapting new technology to develop a new premium product while simultaneously reducing raw material costs by 12%
- Creation of a new business model to decrease annual operation costs by \$400K while increasing service quality

*“ Business Essentials was fantastic. One of the best decisions I ever made regarding my career. I would recommend this program to anyone who is trying to find their way to the next level.”*

**Rick Hiltz**

Senior Project Manager, EllisDon Corporation

## WHO WILL BENEFIT?

One key characteristic of successful leaders is their ability to think critically and make strategic decisions based on an understanding of key business and leadership fundamentals.

This program appeals to:

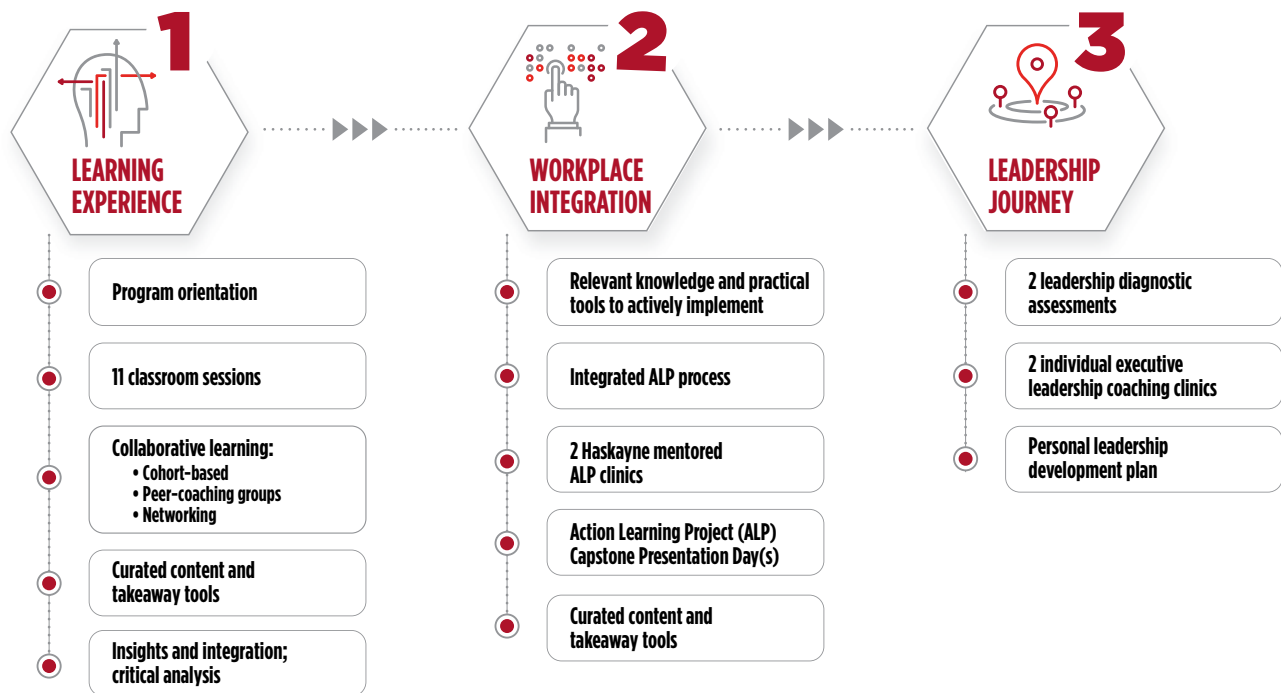
- High potential leaders of all levels across the organization
- Experienced leaders/managers seeking to develop skills for new areas of responsibility
- Technical professionals looking to differentiate their skills and advance to corporate leadership
- Entrepreneurs who would like to develop well-rounded business acumen
- Executives considering an MBA or EMBA in the future

## PROGRAM INVESTMENT

Program investment is \$10,250 per participant.

Your investment includes the following:

- Program launch and orientation, welcome reception, graduation and celebration reception
- 11 days of program content, all materials and copyrights, virtual learning platform, two (2) leadership diagnostic assessments and insights and integration sessions
- 2 ALP mentoring clinics with Haskayne faculty mentor
- 2 coaching clinics with a Certified Leadership Coach
- 1 ALP presentation preparation clinic
- Framed Business Essentials Business Leadership Development Certificate from the Haskayne School of Business



## PROGRAM SCHEDULE: OCTOBER 2020–APRIL 2021\*\*

Dates for 2020	Session Title
TBD	Program Orientation
Oct 16	Strategy I: Formulation Leadership Essentials: Leading Self
Oct 30	Entrepreneurial Thinking Developing your Action Learning Project Designing & Implementing Data Collection
Nov 13	Co-Creating Change
Nov 27	Marketing Strategy I: Development Understanding Risk Management
Dec 7 - 8***	Action Learning Project Mentoring Leadership Coaching Clinic I
Dec 11	Interactive ALP Introductions Developing & Delivering Persuasive Presentations Mid-Program Debrief and Integration

Dates for 2021	Session Title
Jan 8	Financial Management Basics Leadership Essentials: Leading Others
Jan 22	Strategy II: Implementation Building a Business Case
Feb 5	Marketing Strategy II: Implementation Effective Decision Making
Feb 8 - 9***	Action Learning Project Mentoring Leadership Coaching Clinic II
Feb 19	Financial Decision Making Navigating Technology
Mar 5	Operational Excellence Data Analysis and Visualization
Mar 19	Negotiating for High Performance Shared Values
Mar 29	ALP Presentation Clinic
April 8-9	Action Learning Project Presentations Program Integration and Celebration

\*\* Program flow subject to change

\*\*\* Participants are only required to attend 1 of 2 dates.



## GRANT FUNDING

By registering for this program, your organization could be eligible to receive the Canada Alberta Job Grant which covers up to 2/3 of the program costs. The funding model for Business Essentials is an initial investment of \$10,250. The government will reimburse approximately \$6,833.33 of that investment, making the final investment approximately \$3,416.66.

An Executive Education team member will be able to assist with the grant application process.

For more information: [execed@haskayne.ucalgary.ca](mailto:execed@haskayne.ucalgary.ca)

## REGISTER NOW

### **Haskayne Executive Education**

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HASKAYNE SCHOOL OF BUSINESS