

**Capacity and
Capability
Building project**

Portfolio Workshop Series

2024/2025



BUSINESS DEVELOPERS CONSULTING



GROUP
INTERNATIONAL



About Company

Management and Human Resource Group International (MHRGI) is a global organization with four main strategic business units (SBUs): International Business Academy of Turkey (IBAT), Renaissance Academy of Tourism and Hospitality, Business Developers Consulting (BDC), and Centre of Leadership and Diplomacy (COLAD). Based in Istanbul, Turkey, with additional offices in Warsaw, Damascus, and Minsk, our international presence enables strong networking and continuous improvement through global exchange of experience and knowledge.

Mission

Our mission is to empower clients for global success through high-quality educational programs and comprehensive business solutions.

Vision

At MHRGI, we believe in lifelong education as a cornerstone of success. In a rapidly changing world, we prioritize flexibility and innovation in education. Our tailored programs and services offer individualized solutions for every client. By uniting efforts and sharing expertise internationally, we shape a better future for generations to come. Our clients' success is our pride and motivation."



Workshop Outline

Program Duration: 2 days (can be tailored to the request of the client)

Course Duration: 8 learning hours

Program Delivery Options:

- Online teaching via Zoom meeting application
- Blended – some courses can be delivered online and offline

Delivery Schedule: The program can be delivered during weekends from 10 AM to 4 PM (Fridays-Saturdays) or the schedule can be adjusted to meet the requirements of our clients.

Cost of each workshop: \$160

Program Outcome

- **One separate program** – a Certificate issued by International Business Academy in Istanbul Turkey
- The program provides the participants with basic knowledge about different business functions.
- It aims to prepare junior and fresh graduates with introductory skills required for the labor market.

The modules are delivered by highly qualified professional experts, and Master trainers.

Workshop Programs:

- 1. How to Lead for Success?**
- 2. How to Manage Efficiently & Effectively?**
- 3. How to Prepare a Marketing Plan?**
- 4. How to Write Your Business Strategy?**
- 5. How to Negotiate & Communicate Effectively?**
- 6. How to Prepare Your Business Plan?**
- 7. How to Manage Your Team?**
- 8. How to Coach Your Employees?**
- 9. How to Work with Your Finance?**
- 10. How to Improve Your Organization's Performance?**
- 11. How to Build a Successful International Business Expansion?**
- 12. How to Write a Winning Business Proposal?**

1. How to Lead For Success

The module aims to build a leadership perspective among the participants and emphasizes the successful characteristics for a leader within the framework of the leadership concept.

Key Benefits

1. **Enhanced Leadership Skills:** Gain practical skills to lead teams effectively, driving organizational success.
2. **Improved Efficiency and Productivity:** Learn strategies for managing resources and processes efficiently, reducing waste and increasing output.
3. **Strategic Planning Proficiency:** Master the art of creating and executing robust marketing and business strategies.
4. **Effective Communication and Negotiation:** Develop advanced communication and negotiation skills, essential for closing deals and managing conflicts.

2. How to Manage Efficiently and Effectively

The core aim of the module is to give the insight on the challenges of management and provide solutions to how to manage your team in an efficient and successful way.

Key Benefits

1. **Improved Time Management** - Learn techniques for prioritizing tasks and managing your time efficiently. Understand how to delegate tasks appropriately to maximize productivity.
2. **Effective Communication** - Master the art of clear and concise communication. Improve your ability to give and receive feedback, fostering a positive work environment.
3. **Problem-Solving Abilities** - Gain tools and strategies for identifying and resolving issues quickly. Enhance your decision-making skills to navigate challenges effectively.
4. **Team Collaboration** - Learn how to build and maintain a cohesive team. Develop strategies for encouraging teamwork and collaboration.

3. How to Prepare a Marketing Plan?

The participants of the module will be working on defining the STP (segmenting, targeting, positioning) formula in marketing as well as finding the right balance in the marketing mix and designing the right marketing tools that should be applied in their organization.

Key Benefits

1. **Strategic Marketing Knowledge** - Gain a deep understanding of the STP (segmenting, targeting, positioning) formula and how to apply it effectively to your marketing efforts.
2. **Effective Targeting** - Learn how to accurately segment your market and identify the right target audience, ensuring your marketing efforts are focused and efficient.
3. **Optimal Positioning** - Understand how to position your brand or product effectively in the market to differentiate it from competitors and attract your ideal customers.
4. **Balanced Marketing Mix** - Master the art of balancing the 4Ps (product, price, place, promotion) to create a comprehensive and effective marketing strategy.

4. How to Write Your Business Strategy?

This module is designed to give the participants the insight of the environmental analysis as well as to define the internal actors for success and highlight the key successful factor for an efficient business strategy.

Key Benefits

1. **Comprehensive Environmental Analysis** - Acquire the skills to conduct thorough environmental analyses, understanding external factors that impact your business.
2. **Internal Success Factors** - Learn to identify and leverage internal factors that contribute to your organization's success.
3. **Strategic Insight** - Gain a deep understanding of the key elements that make a business strategy successful, enabling you to craft effective strategies.
4. **Goal Alignment** - Develop the ability to align your business strategy with organizational goals, ensuring cohesive and targeted efforts.

5. How to Negotiate & Communicate Effectively?

During the module trainees learn to identify and clarify soft skills That make a strong negotiator, such as communication, persuasion, planning, strategizing

And cooperating and to learn how these qualities can allow two or more parties to reach a compromise.

Key Benefits

1. **Enhanced Communication Skills** - Develop the ability to communicate clearly and persuasively, a fundamental skill for effective negotiation.
2. **Strategic Negotiation Techniques** - Learn strategic planning and negotiation techniques to achieve favorable outcomes in various scenarios.
3. **Improved Persuasion Skills** - Gain insights into the art of persuasion, allowing you to influence and convince others effectively.
4. **Conflict Resolution** - Acquire skills to manage and resolve conflicts, fostering a cooperative and collaborative environment.

6. How to Prepare Your Business Plan?

In this module you will learn to set your objectives, strategies, and projected actions in order to promote your survival and development within a given time frame. We will also help you to learn how to develop a clear roadmap for your business and further evaluate your business plan from a prospective partner or investor.

Key Benefits

1. **Clear Objective Setting** - Gain the skills to define clear and achievable business objectives, ensuring your plan is focused and purposeful.
2. **Strategic Roadmap Development** - Learn to develop a detailed roadmap that outlines the steps necessary for your business's growth and success.
3. **Enhanced Business Viability** - Understand how to evaluate the viability of your business plan from the perspective of potential partners or investors.
4. **Comprehensive Strategy Formulation** - Acquire knowledge on formulating effective strategies that promote your business's survival and development.

7. How to Manage Your Team?

The module is designed to explain the key things that team managers need to do if their team is to thrive and succeed. These range from choosing the right people and deciding who does what, to communicating with, developing and motivating people. It also covers some of the most common mistakes to be avoided in the process.

Key Benefits

1. **Effective Team Selection** - Learn strategies for selecting the right individuals for your team, ensuring a cohesive and high-performing group.
2. **Clear Role Assignment** - Understand how to assign roles and responsibilities within your team to optimize productivity and performance.
3. **Communication Mastery** - Develop strong communication skills to effectively convey goals, expectations, and feedback to team members.
4. **Team Development Techniques** - Gain insights into techniques for nurturing and developing the skills and talents of your team members, fostering growth and progression.

8. How to Coach Your Employees?

In this module we will provide you with coaching tips that will work with any of the levels of employee performance and can help you have more mutually beneficial coaching conversations that will eventually improve your overall team performance.

Key Benefits

1. **Customized Coaching Techniques** - Learn coaching strategies tailored to various levels of employee performance, ensuring effectiveness across your team.
2. **Enhanced Performance Conversations** - Acquire skills to engage in more productive and mutually beneficial coaching conversations with employees, fostering growth and development.
3. **Improved Team Performance** - Implement coaching practices that contribute to overall team performance enhancement, driving productivity and success.
4. **Employee Development** - Gain insights into how coaching can facilitate the professional growth and skill development of individual team members, fostering a culture of continuous improvement.

9. How to Work with Your Finance?

As a result of this module, you will learn to direct the spending of budget in a prioritized way based on accurate calculating methods To help control the unnecessary loss of return and increase the budget for a long-term development process.

Key Benefits

1. **Strategic Financial Decision-Making** - Acquire skills to prioritize spending and allocate budget resources effectively, ensuring strategic alignment with organizational goals.
2. **Optimized Resource Allocation** - Learn methods for accurate financial calculation and resource allocation, minimizing unnecessary expenses and maximizing returns on investment.
3. **Risk Mitigation** - Gain insights into identifying and managing financial risks, safeguarding assets and investments to support long-term sustainability.
4. **Long-Term Development Planning** - Develop strategies for budget planning and financial forecasting to support organizational growth and development over time.

10. How to Improve Your Organization's Performance?

The module deals with helpful solutions to how to increase organizational performance by implementing management by objectives and using participative style of management i.e. by engaging your people, applying appropriate performance evaluation and reward systems, enhancing quality of work and instilling good feedback mechanisms.

Key Benefits

1. **Enhanced Employee Engagement** - Implement participative management strategies to engage employees in decision-making processes, fostering a culture of ownership, commitment, and accountability.
2. **Effective Performance Evaluation** - Develop skills in designing and implementing performance evaluation systems that provide meaningful feedback, recognize achievements, and identify areas for improvement.
3. **Quality Enhancement** - Explore methods for enhancing the quality of work processes, products, and services, driving continuous improvement and customer satisfaction.
4. **Feedback Mechanism Implementation** - Establish effective feedback mechanisms to gather insights, address concerns, and facilitate communication between management and employees, promoting transparency and trust.

11. How to Build a Successful International Business Expansion?

This module will provide basic knowledge of the advantages and disadvantages of the international expansion, tips on how to build a successful expansion strategy and plan, the possible mistakes to avoid and, finally, helpful tools to implement the expansion strategy.

Key Benefits

1. **Comprehensive Understanding** - Gain insights into the advantages and disadvantages of international expansion, enabling informed decision-making and risk assessment.
2. **Effective Strategy Development** - Learn proven strategies and best practices for building a successful international expansion strategy and plan, tailored to your organization's goals and resources.
3. **Risk Mitigation** - Identify common pitfalls and mistakes in international expansion initiatives and learn how to mitigate risks effectively, minimizing potential setbacks and maximizing success.
4. **Practical Implementation Tools** - Acquire practical tools and resources to support the implementation of your expansion strategy, including market research methodologies, entry mode analysis, and cultural adaptation techniques.

12. How to Write a Winning Business Proposal?

This module will provide basic knowledge of the advantages and disadvantages of the international expansion, tips on how to build a successful expansion strategy and plan, the possible mistakes to avoid and, finally, helpful tools to implement the expansion strategy.

Key Benefits

- 1. Understanding Proposal Structure** - Gain clarity on the fundamental components of a business proposal, including executive summary, project description, budget, and timeline, ensuring a well-organized and cohesive document.
- 2. Format Selection Guidance** - Receive guidance on selecting the appropriate proposal format based on the specific requirements of your target audience, industry standards, and project scope, optimizing the presentation and readability of your proposal.
- 3. Effective Writing Techniques** - Learn proven writing techniques and strategies to craft compelling and persuasive proposals, leveraging language, tone, and structure to captivate readers and communicate your ideas convincingly.
- 4. Targeted Proposal Development** - Explore methods for tailoring your proposal to the needs, preferences, and priorities of your prospective clients or stakeholders, increasing relevance and resonance to enhance engagement and acceptance.

YOU SHOULD JOIN THE WORKSHOP PROGRAM IF

- You are looking for excellent professional performance
- You want to get practical and applicable knowledge
- You want to build a more empowered team
- You want to train your employees in an intensive and effective way in
- accordance with your business requirements and needs

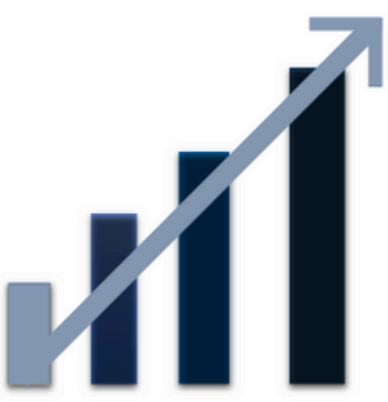


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Unlock Opportunities for Advanced Education with Our Workshop Series

- If one Participant Attends All workshops, he will be Eligible to earn an international Diploma of business Administration after Submitting an assignment that is required to earn an IDBA(International Diploma of Business Administration)

In addition Participants are allowed to continue their master of business administration if they submit all requirements needed to enrol in the master of business administration with international business school of Scandinavia



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