

**Fresh  
thinking,  
to help  
business  
flourish.**

---

# Executive Education

---

**ESSEX  
BUSINESS  
SCHOOL**



University of Essex

# Business as usual? Not at Essex

**Boost your skills, develop your team, and embrace large-scale organisational change: join one of our executive education programmes.**

Taking just a few days out of your busy schedule can make all the difference. Our exciting new executive education programmes can turn 'business as usual' into something incredibly productive.

At Essex Business School we've been teaching the next generation of business professionals for 25 years. We're offering our expertise, through these unique executive programmes, to current business leaders.

This is your opportunity to access our innovative teaching, so you can reach your personal and business objectives. Plus, our programmes provide the opportunity to create valuable networks with likeminded business leaders.



**"We show leaders how to innovate to protect their business in times of change, whilst still finding opportunities for growth."**

**Professor Tazeeb Rajwani**  
Head of Executive Education, Essex Business School

Essex Business School is ranked in the UK's top 25 for research excellence (REF 2014), meaning our world leading academics are equipped to provide you with the most up-to-date and relevant expertise.

We're champions of responsible management and sustainable business. We use creativity and innovation to drive organisations forward and make them better places to do business.

Teaching for all our executive programme sessions takes place at Wivenhoe House Hotel, the four-star, Grade II listed hotel with superb business facilities located on our Colchester Campus in northeast Essex.

So, if you're a leader in any area of business, you can benefit now from the practical knowledge delivered through our tools and techniques. We look forward to welcoming you.

#### **Our executive programmes for 2017-18**

Essex Core Management Programme – 4 days  
Accelerating Innovation Programme – 2 days  
Key Account Management Programme – 2 days  
Orchestrating Competitive Advantage Programme – 3 days

*We can also offer customised programmes to fit your requirements*

## Essex Core Management Programme

**Our flagship general management short course  
2 x 2 days**

#### **Date**

Part one: 6-7 November 2017  
Part two: 15-16 January 2018

#### **Venue**

Wivenhoe House Hotel,  
University of Essex Colchester Campus

#### **Cost**

Standard programme fee: £1,550  
Alumni programme fee: £1,395

#### **Suitable for**

Directors, senior executives, managers  
and entrepreneurs

#### **Programme overview**

This intensive four-day management and leadership programme – delivered across two sessions of two days – will help you maximise your business performance and drive organisational change. It is designed for leaders seeking professional development opportunities and general management training in order to improve organisational success.

The Essex Core Management Programme gives you access to world-renowned academic expertise and practical management skills without the need to spend too long away from the office. You benefit from the knowledge and skills of an international business school in an easily-digestible format.

#### **Programme aims**

- Gain a strong understanding of effective management concepts.
- Learn how to improve business performance through effective people management.
- Discover how to set objectives and KPIs to deliver commercial results.
- Understand what success looks like and learn how to create new success standards.
- Interact with senior leaders from growing businesses and learn from best practice.
- Develop a business case for a significant commercial improvement in your organisation.

# Accelerating Innovation Programme

---

**Designed for those wishing to grow their business with sustainable resilience**  
**2 days**

---

## Date

20 - 21 November 2017

---

## Venue

Wivenhoe House Hotel,  
University of Essex Colchester Campus

---

## Cost

Standard programme fee: £1,500  
Alumni programme fee: £1,350

---

## Suitable for

Directors, senior executives, managers and entrepreneurs

## Programme overview

Is your business struggling to keep pace with technological change? Has growth made it difficult for your firm to stay agile? Are you unsure of how to implement organisational change?

This short course helps you develop better business models to deliver products and services more efficiently and effectively in an unpredictable world. We show you how to protect your business in times of change, whilst still finding opportunities for growth.

## Programme aims

- Explore the managerial challenges organisations face when seeking to innovate.
- Understand the business capabilities needed for effective innovation.
- Learn how to develop a culture in your organisation that fosters innovation.
- Learn how to apply these concepts for change and be an inspirational leader.

# Key Account Management Programme

---

**Build your reputation as an informed, commercial leader in your sector**  
**2 days**

---

## Date

5 - 6 February 2018

---

## Venue

Wivenhoe House Hotel,  
University of Essex Colchester Campus

---

## Cost

Standard programme fee: £1,500  
Alumni programme fee: £1,350

---

## Suitable for

Sales directors and account managers, marketing account directors and managers working in agencies and b2b, client services directors and managers and entrepreneurs

## Programme overview

This two-day sales and marketing training programme helps you to manage strategically important customer accounts for retention and growth.

Through interactive workshops, you learn how to best retain clients and grow key accounts, rather than simply focusing on winning new business, in order to maximise profit and commission. You leave with practical tools, processes and skills that can improve how your organisation approaches key account management.

## Programme aims

- Learn what makes a 'key' account.
- Understand the different levels of relationships your business can develop with clients.
- Learn how to use tools such as customer journey mapping, value analysis and campaign planning to enhance these relationships and create customer value.
- Understand the Decision Making Unit and how people within it think and process information differently.
- Discover how to influence, manage and motivate key account management teams.





[www.essex.ac.uk/see/executive-education](http://www.essex.ac.uk/see/executive-education)