

MBA Essentials for Professional Advisors

Outline

It is not enough for professional advisors to simply focus on their own areas of technical expertise. They need to be in tune with the skills and practices that their clients are using.

The MBA Essentials for Professional Advisors course provides participants with the most up-to-date MBA models, frameworks, tools and techniques in a form and context applicable to their work, enabling them to demonstrate to their clients a deeper understanding of their businesses, industries, markets, needs and concerns.

This is an accredited course and at the end of the course participants receive Strategy Consultant digital credentials for The University of The West of England. The course has won several awards, including awards from 'Learning in Law' and we regularly deliver the course to leading law firms, accountancy firms, management consultants and investment banks.

Objectives

On completing the course, participants will be able to:

1. Analyse any client industry, enabling them to home in on the key commercial issues faced by a client (**Step 1**);
2. Reveal a client's commercial priorities by drawing a Strategy Canvas (**Step 2**);
3. Determine the types of strategies that a client will focus on to improve profitability (**Step 3**);
4. Identify the Key Assets within a client's business by drawing a Key Asset Map (**Step 4**);
5. Interpret change within a client's market in relative terms. (**Step 5**);
6. Understand how a client can respond to change in a superior manner to the competition (**Step 6**); and
7. Gain an appreciation of corporate strategy and how to pursue new opportunities (**Step 7**).

Outcomes

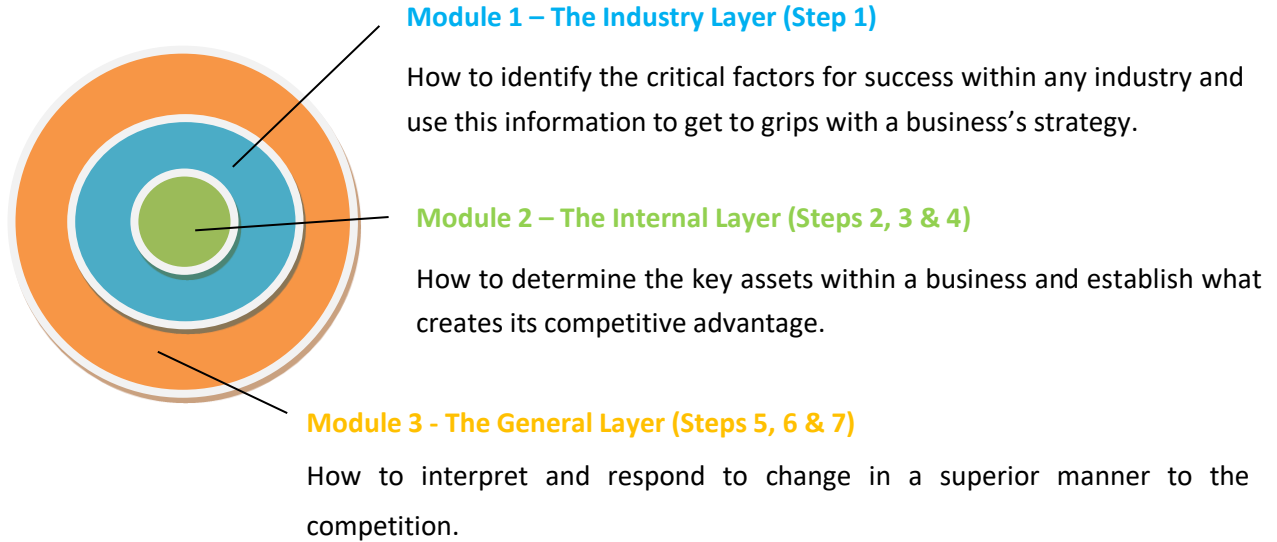
Getting to grips with these concepts will empower participants to:

- Have more engaging conversations with their clients;
- Ask their clients more substantive questions;
- Home in on the key commercial issues faced by their clients; and
- Provide advice which is finely tuned and bespoke for a client's specific needs.

In addition to gaining a deeper understanding of their own clients, participants will learn how to apply the concepts to develop their own practices.

Course Structure

The course is broken down into the following 3 modules:



Delivery and Costs

Each of above the 3 modules lasts for 2 hours and they are delivered live over Zoom. We recommend a 1-week interval between each module. However, the modules can be structured around your own preferred timeline. The modules can be delivered any time of day to accommodate multiple time Zones. The modules are fully interactive and at regular intervals participants work in online breakout groups in order to apply the concepts to some examples. On completing the course, participants will receive access to a comprehensive set of online resources which can be branded with the name and logo of your business.

The total cost of the course is £4,250 (+VAT) for up to a maximum of 25 participants.

Speaker Bio (Rupert Vernalls)

Rupert is a former lawyer who headed up Osborne Clarke’s commercial law practice in Silicon Valley. Rupert has also worked as in-house IP counsel for Vodafone and has been named in the Legal 500 as an experienced technology lawyer. Since completing his own MBA, Rupert has lectured at the US Department of Commerce, worked as a Designated Assistant for Course Planning with Harvard Business Online and as a Module Advisor on the Bath MBA. Rupert has collaborated with leading lawyers and eminent academics to develop this award-winning, bite-sized MBA course.