



management training and coaching

2011 Training and Coaching programmes

Forté management provide a suite of scheduled and customised workshops and coaching options based on their unique expertise in national culture, innovation and intellectual asset management. Each programme is designed as part of *Forté management's* integrated and coordinated four part business analysis and development model.



NZTE Management Capability Development Voucher Scheme and full fee, scheduled and customised programs and services are offered. They are designed for business owners, entrepreneurs, and managers in private firms, sector and other organisations.

Inquiries and bookings to: Tony Smale, *Forté management*,
phone 0274 967 821 or email tony@forte-management.co.nz.
www.forte-management.co.nz

The following programmes and coaching services are currently available for 2011.

NEW PROGRAM

THE THREE BEST OPPORTUNITIES FOR KIWI BUSINESSES TO IMPROVE PRODUCTIVITY AND PROFITABILITY

Program Name	Three strategies to improve productivity & profitability
NZTE Voucher Scheme Approval	Free of charge introductory programme
Service type	Business management seminar
Content description	Kiwi businesses have to work half as long again as their Australian counterparts to create each dollar of value. The seminar explores why and then introduces three strategies that will help managers improve productivity and profitability by 20, 80, 120 or in some cases as much as 600%.
Duration	1.5 hrs
Regions	All of New Zealand
Venue/Date	Please contact Forte Management to express your interest
Cost per person	Complimentary introductory program

CONTINUOUS IMPROVEMENT OF CUSTOMER AND STAKEHOLDER RELATIONSHIPS

Program Name	<i>Introduction to Marketing Management</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Marketing</i>
Service type	Workshop
Content description	<ul style="list-style-type: none"> – Understanding what marketing is and is not – Marketing planning and strategising – Products and services – Understanding customers – Marketing research – pros and cons. Interpreting research. – Market segmentation and positioning – The role of brands
Duration	2x3.5hrs (morning and afternoon or separate days)
Regions	Canterbury, Marlborough, Nelson, Wellington
Venue	To be advised. Please contact <i>Forté management</i> to express your interest
Cost per person	\$340 + GST. Minimum attendance 6 people.

	\$360 + GST if lunch to be provided
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Program Name	<i>Developing and implementing the marketing strategy</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Marketing</i>
Service type	Workshop
Content description	<ul style="list-style-type: none"> – Strategy and the marketing mix – product, price, promotion and distribution – Developing and protecting the Brand – Marketing tools and communicating with customers – The marketing plan and its fit with the overall business plan
Duration	2x3.5hrs (morning and afternoon or separate days)
Regions	Canterbury, Marlborough, Nelson, Wellington
Venue	To be advised. Please contact <i>Forté management</i> to express your interest
Cost per person	\$340 + GST. Minimum attendance 6 people. \$360 + GST if lunch to be provided

Program Name	<i>Understanding marketing to people from different cultures</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Marketing</i>
Service type	Workshop
Content description	<ul style="list-style-type: none"> – The role of national culture in the way people think and behave – Introduction to national cultures – Understanding the differences in what customers from other nations want and value – Align the firms value proposition offer with the customers value proposition demand
Duration	1x4hrs (single session or preferably two evening sessions)
Regions	Canterbury, Marlborough, Nelson, Wellington
Venue	To be advised. Please contact <i>Forté management</i> to express your interest
Cost per person	\$205 + GST. Minimum attendance 6 people.

Program Name	<i>Marketing Management</i>
NZTE Voucher Scheme Approved	Yes

Voucher Scheme Service Category	<i>Marketing</i>
Service type	One to one training and coaching
Content description	Training and coaching to provide the knowledge, skills and confidence to apply existing skills and those introduced in the marketing workshops.
Duration	Variable
Region	Canterbury, Marlborough, Nelson, Wellington
Venue	On site or <i>Forté management</i> office
Cost per person	\$185/hour + GST. Fee applies to hours of service provided to the client firm irrespective of number of client's staff involved.

CONTINUOUS IMPROVEMENT OF BUSINESS PROCESSES

Program Name	<i>How to Go Green and Save Money</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Business Sustainability</i>
Service type	Workshop
Content description	<ul style="list-style-type: none"> – Introduction to the principles of sustainable management – Consumer/market and regulatory trends, demands and opportunities – Waste and energy reduction techniques – Measurement and accreditation options
Duration	2x3.5hrs (morning and afternoon or separate days)
Region	Canterbury, Marlborough, Nelson, Wellington
Venue	To be advised. Please contact <i>Forté management</i> to express your interest
Cost per person	\$340 + GST. Minimum attendance 6 people. \$360 + GST if lunch to be provided

Program Name	<i>How to Go Green and Make Money</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Business Sustainability</i>
Service type	Workshop
Content description	<ul style="list-style-type: none"> – Creating new value from sustainable management and social responsibility programmes – Walking the talk – avoiding greenwash – Green branding
Duration	2x3.5hrs (morning and afternoon or separate days)
Region	Canterbury, Marlborough, Nelson, Wellington
Venue	To be advised. Please contact <i>Forté management</i> to express your interest
Cost per person	\$340 + GST. Minimum attendance 6 people. \$360 + GST if lunch to be provided

Program Name	<i>Going Green - sustainable management and corporate social responsibility</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Business Sustainability</i>
Service type	One to one training and coaching
Content description	Training and coaching to provide the knowledge, skills and confidence to apply existing skills and those introduced in the sustainable management workshops.
Duration	Variable
Region	Canterbury, Marlborough, Nelson, Wellington
Venue	On site or <i>Forté management</i> office
Cost per person	\$185/hour + GST. Fee applies to hours of service

	provided to the client firm irrespective of number of client's staff involved.
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VALUES, MISSION, OBJECTIVES, STRATEGY, TACTICS AND THE BUSINESS HABITAT

Program Name	<i>Business planning – a practical introduction to the tools and analysis behind effective planning</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Business Planning</i>
Service type	Workshop
Content description	<ul style="list-style-type: none"> – Introduction to planning versus “writing a plan” – Understanding VMOST, SWOT & PESTEL tools – Competitor analysis – Value chain analysis – Organisational culture – Balanced management framework
Duration	2x3.5hrs (morning and afternoon or separate days)
Region	Canterbury, Marlborough, Nelson, Wellington
Venue	To be advised. Please contact <i>Forté management</i> to express your interest
Cost per person	\$340 + GST. Minimum attendance 6 people. \$360 + GST if lunch to be provided

Program Name	<i>Business planning – joining up the dots & committing the plan to paper</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Business Planning</i>
Service type	Workshop
Content description	Tools and techniques to integrate the analysis and turn the firm's SWOTs into competitive and sustainable advantage.
Duration	2x3.5hrs (morning and afternoon or separate days)
Region	Canterbury, Marlborough, Nelson, Wellington
Venue	To be advised. Please contact <i>Forté management</i> to express your interest
Cost per person	\$340 + GST. Minimum attendance 6 people. \$360 + GST if lunch to be provided

Program Name	<i>Putting business planning into action</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Business Planning</i>
Service type	One to one training and coaching
Content description	Training and coaching to provide the knowledge, skills and confidence to apply existing skills and those introduced in the business planning workshops.
Duration	Variable
Region	Canterbury, Marlborough, Nelson, Wellington

Venue	On site or <i>Forté management</i> office
Cost per person	\$185/hour + GST. Fee applies to hours of service provided to the client firm irrespective of number of client's staff involved.

CONTINUOUS IMPROVEMENT OF STRATEGIC INNOVATION PROCESSES

Program Name	<i>Managing Intellectual Assets (including IP)</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Managing Resources</i>
Service type	Workshop
Content description	<ul style="list-style-type: none"> – Understanding the role of intellectual assets – Intellectual assets as the hidden driver of value – Identifying, evaluating, protecting and developing the intellectual assets – The intellectual assets plan and its integration with the business plan.
Duration	2/3.5 hrs (morning and afternoon or separate days)
Region	Canterbury, Marlborough, Nelson, Wellington
Venue	To be advised. Please contact <i>Forté management</i> to express your interest
Cost per person	\$340 + GST. Minimum attendance 6 people. \$360 + GST if lunch to be provided

Program Name	<i>Improving performance through understanding how Kiwis think and behave</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Managing Resources</i>
Service type	Workshop
Content description	<ul style="list-style-type: none"> – Understand how the Kiwi mindset influences the way we manage performance – Tools and techniques to improve performance management
Duration	1/3.5 hrs
Region	Canterbury, Marlborough, Nelson, Wellington
Venue	To be advised. Please contact <i>Forté management</i> to express your interest
Cost per person	\$250 + GST. Minimum attendance 6 people.

Program Name	<i>Managing intellectual assets</i>
NZTE Voucher Scheme Approved	Yes
Voucher Scheme Service Category	<i>Managing Resources</i>
Service type	One to one training and coaching
Content description	Training and coaching to provide the knowledge, skills and confidence to implement the material covered in

	the managing resources workshops.
Duration	Variable
Region	Canterbury, Marlborough, Nelson, Wellington
Venue	On site or <i>Forté management</i> office
Cost per person	\$185/hour + GST. Fee applies to hours of service provided to the client firm irrespective of number of client's staff involved.

Information as at Tuesday, 19 April 2011