

## THE EXECUTIVE MANAGEMENT PROGRAMME

THE BIG 7 ELEMENTS FOR AN EFFECTIVE BUSINESS LEADER

### COURSE DATE

7 – 9 October 2019

### COURSE DURATION

3 days – 08:30 to 16:30 daily

### COURSE FEES

R13 700 (excl. VAT) per delegate

**5% discount**

for enrolment 2 weeks  
prior to course date

### WHAT'S INCLUDED

Provision of the course by AstroTech includes:

- Dynamic & knowledgeable facilitators
- Notepad & pen
- Training file & Electronic copy of Course Material
- High quality training venue
- Parking
- A course attendance certificate
- Lunch and refreshments

### REGISTRATION DEADLINE

Your completed enrolment form must be received prior to the start of the scheduled course.

TEL 011 582 3222 / 0861 ASTROTECH  
FAX 011 582 3201

E-MAIL TRAINING@ASTROTECHTRAINING.CO.ZA

PRIVATE BAG X80500 HOUGHTON 2041

WWW.ASTROTECH.CO.ZA

### COURSE OVERVIEW

To get places in today's business environment, it's not enough to just be a specialist in your field or to be a good manager. To stand out and be able to really go places in the business world, you need to have a broad understanding of a range of key aspects of business. That's why a well-rounded knowledge of business as a whole is important and why you need to attend AstroTech's 3-Day training programme. Topics covered include:

#### STRATEGY

- The five essential elements of a successful strategy
- Tools to create a strategy in a fast changing environment
- Comparing different models of strategic planning for applicability
- Keeping your strategy relevant
- How to ensure strategy is understood and implemented across all levels in the organisation

#### LEADERSHIP

- Latest trends/paradigms in leadership - the leader as catalyst
- Learn how to deal with current challenges for leaders
- Create your own leadership development plan
- How to grow leadership in your team and organisation

#### CRITICAL THINKING & DECISION MAKING

- The skills required for critical thinking & decision making
- Tools to assist in ensuring critical thinking and decision making
- What to do if you didn't get the results you were hoping for
- Setting the stage and developing critical thinking and decision making in your team

#### FINANCE AND ACCOUNTING

- Empowering yourself by understanding accounting jargon and terminology
- The Importance of Cash-flow and Liquidity Management
- Understanding Gearing and Rates of Return
- Overview of Interpreting Financial Statements
- Fraud awareness and deterrence

#### KEY PRINCIPLE OF ECONOMICS - AN OVERVIEW

- What is Economics, and why it is useful
- Macroeconomics and Microeconomics - where they fit in
- Supply and Demand, and their effect on costs and decision making
- Labour Economics and its impact on employment

#### MARKETING:

- The New Basics of Marketing
- The Difference between B2C & B2B marketing
- Structuring The Marketing Plan
- Macro & Micro Environment Analysis
- Customer Segmentation, Targeting & Positioning (STP Strategy)
- The 8P Marketing Mix (includes Digital & Social Media)
- Calculating Return on Marketing Investment (ROMI)

#### LABOUR RELATIONS:

- The Labour Relations Act and the Basic Conditions of Employment Act and their application in the workplace
- Procedural & Substantive Fairness in Disciplinary processes - prior to, during and after formal hearings
- Other Legislation Applicable to the Employment Relationship

... AND MUCH MORE!



## COURSE INFORMATION

### ★ WHO SHOULD ATTEND

- MDs, CEOs, CFOs, CIOs, COOs
- Managers, Supervisors and Team leaders
- Human Resources Managers & Staff
- Professionals wanting to broaden their business exposure
- Anyone else wanting to develop their holistic business skills

### ★ OUTCOMES

After attending this course attendees should:

- Expose yourself to broader business concepts
- Gain a holistic understanding of business
- Network with other professionals in the Industry
- Make yourself more valuable to your company

### ★ TAKE HOME TOOLS

- A detailed manual/workbook and Electronic copy of course material
- Notepad & pen
- One month of free telephonic and e-mail support included

### ★ SETA ACCREDITATION

AstroTech Training is accredited as a Training Provider with the Services SETA (No. 3852)

Make sure that you complete your Workplace Skills Plan, and you can claim back the relevant percentage of your Skills Development Levies!

### ★ THE VENUE

The course will be held at the AstroTech Conference Centre, in Parktown, which boasts the unusual combination of an upmarket business venue, security and convenience, in a setting which captures the historic grace and style of Johannesburg's golden era.



Centrally situated, with easy access to both the M1 North & South, and approximately 1.8km from the Gautrain station in Rosebank, we are just around the corner from the Killarney Mall.

For a list of accommodation options nearby, visit [www.astrotechconf.co.za/accommodation](http://www.astrotechconf.co.za/accommodation)

### ★ LEVEL 2 BBBEE STATUS

Spending with AstroTech counts twice! You can claim 125% of any training spend with us towards your Procurement scorecard, and everything spent with us on training your qualifying staff will count towards your Skills Development target!

### ★ TERMS & CONDITIONS

- If the course is not held for any reason, AstroTech's liability is limited to the refund of the full course fee.
- Should course expectations not be met for any reason, delegates are given the opportunity to leave before lunch on the first day, and receive a full refund of the course fee.
- Payment is due before the start of the course, unless other terms form part of our Supplier/Client agreement.
- Failure to pay on time does **not** constitute cancellation of the booking, and the Terms and Conditions applicable to Cancellations and Postponements as set out below will apply.
- To avoid possible additional costs, **WRITTEN NOTICE** of any changes to your booking must be received at [training@astrotechtraining.co.za](mailto:training@astrotechtraining.co.za) within the following timeframes:
- **CANCELLATIONS:**
  - CANCEL WITHOUT COSTS:** If you advise us BY EMAIL **at least SEVEN** calendar days before the course
  - PAY 50% OF THE COURSE FEE:** If you advise us BY EMAIL **less than SEVEN** calendar days, but more than 24 hours before the course
  - PAY 100% OF THE COURSE FEE:** If you advise us BY EMAIL **less than 24 hours** before the start of the scheduled course, OR if the delegate is **ABSENT** without notification
- **POSTPONEMENTS:**
  - WITHOUT COSTS:** If you advise us BY EMAIL **more than THREE** working days before the course
  - WITH ADDITIONAL FEE (R1,870 PER DELEGATE):** If you advise us BY EMAIL **THREE or less** working days before the course starts, or if the delegate is **ABSENT** without notification, but still wants the option of postponement
- The invoice for the training remains due and payable as at the scheduled start date of the original course booked, and payment terms are not extended for postponements or exchanges to future courses.
- Postponements must be utilised within a maximum of **SIX** months from the scheduled date of the original course booked, or the course fee will be forfeited.
- Once you have postponed, the **CANCELLATION** terms above **no longer apply** to the future course, and you cannot subsequently cancel the booking without being liable for the full course fee.
- Special promotions applicable to the original course dates will **not** carry over to the postponed dates where the new dates fall outside of the promotion period.
- **PRESENTERS**  
Should it be necessary, AstroTech reserves the right to substitute the presenter.
- **COMMUNICATION**  
When a person registers on AstroTech's website, is registered on an AstroTech course or sends an email to AstroTech, that person consents to receiving communications electronically or otherwise from AstroTech and/or its business partners.
- **DISCLAIMER**  
Astrotech will not be held responsible for any loss, damage or harm, direct, indirect, consequential or otherwise and howsoever arising that may be caused to any person or property during the providing of any services by AstroTech to the client.

COURSE NAME: **The Executive Management Programme**  
The Big 7 Elements for an Effective Business Leader

COURSE CODE: **EMP20191007**

COURSE DATE: **7 – 9 October 2019**

DURATION: **3 DAYS**

COURSE FEE: **R13 700.00 excl. VAT (per delegate)**

Qualify for a **5% discount**, if we receive your form before: **23 September 2019**

DISCOUNTED FEE: **R13 015.00 excl. VAT (per delegate)**

**TOTAL NUMBER OF DELEGATES TO BE ENROLLED:**

> **DELEGATE DETAILS** [Substitutions may be made at any time prior to the start of the training course]

**1** First Name and Surname \_\_\_\_\_

Position \_\_\_\_\_ Special Diet: S V H K O

E-mail \_\_\_\_\_

Cell No.           Office Tel No.

**2** First Name and Surname \_\_\_\_\_

Position \_\_\_\_\_ Special Diet: S V H K O

E-mail \_\_\_\_\_

Cell No.           Office Tel No.

TO REGISTER ADDITIONAL DELEGATES, PLEASE COMPLETE THE INFORMATION ON THE NEXT PAGE.

**DIETARY REQUIREMENTS** [Insert total no. of DELEGATES PER MEAL CATEGORY- meal fees below are **additional** to course fee]

Standard Catering (No Charge)  Vegetarian (No Charge)  Halaal: R490 (excl. VAT) per day  Kosher: R585 (excl. VAT) per day

OTHER: (e.g. allergies, etc) Please specify: \_\_\_\_\_

Special Needs (e.g. wheelchair, visual disability, etc) \_\_\_\_\_

> **COMPANY / ORGANISATION DETAILS** (Please supply company details as required for a SARS compliant Tax

Invoice) Company Name \_\_\_\_\_

Department/Division \_\_\_\_\_

Postal Address \_\_\_\_\_ Postal Code

VAT No.

Main Company Switchboard No.           Fax No.

> **PAYMENT** (Payment is required prior to the start of the training course. **NB:** Use your invoice number as reference on your deposit/

EFT) Purchase Order No. (to be incl. on Invoice if applicable) \_\_\_\_\_

Do you require separate invoices for each delegate? YES  NO

Payment Contact Person \_\_\_\_\_

Office Telephone No.

E-mail \_\_\_\_\_

> **AUTHORISATION**

Name \_\_\_\_\_

Position \_\_\_\_\_

Office Telephone No.           Cell No.

E-mail \_\_\_\_\_

**Authorising Signature:**

Date   /   /

Your booking is confirmed as soon as we receive your completed enrolment form, which you can e-mail to [training@astrotechtraining.co.za](mailto:training@astrotechtraining.co.za) or fax to **011 582 3201**. If you need any assistance whatsoever, please call us on **011 582 3222**.

Submission of this enrolment form constitutes acceptance of our Terms and Conditions, and also serves as confirmation of your authority to make the booking and ensure payment on behalf of your Organisation.

# ENROLMENT FORM (CONT.)

COURSE NAME: **The Executive Management Programme**  
The Big 7 Elements for an Effective Business Leader

COURSE CODE: **EMP20191007**

## > DELEGATE DETAILS

|                                  |                      |                |                            |                            |                            |                            |                            |
|----------------------------------|----------------------|----------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| <b>3</b> First Name and Surname  | _____                | Special Diet:  | <input type="checkbox"/> S | <input type="checkbox"/> V | <input type="checkbox"/> H | <input type="checkbox"/> K | <input type="checkbox"/> O |
| Position                         | _____                |                |                            |                            |                            |                            |                            |
| E-mail                           | _____                |                |                            |                            |                            |                            |                            |
| Cell No.                         | <input type="text"/> | Office Tel No. | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       |
| <b>4</b> First Name and Surname  | _____                | Special Diet:  | <input type="checkbox"/> S | <input type="checkbox"/> V | <input type="checkbox"/> H | <input type="checkbox"/> K | <input type="checkbox"/> O |
| Position                         | _____                |                |                            |                            |                            |                            |                            |
| E-mail                           | _____                |                |                            |                            |                            |                            |                            |
| Cell No.                         | <input type="text"/> | Office Tel No. | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       |
| <b>5</b> First Name and Surname  | _____                | Special Diet:  | <input type="checkbox"/> S | <input type="checkbox"/> V | <input type="checkbox"/> H | <input type="checkbox"/> K | <input type="checkbox"/> O |
| Position                         | _____                |                |                            |                            |                            |                            |                            |
| E-mail                           | _____                |                |                            |                            |                            |                            |                            |
| Cell No.                         | <input type="text"/> | Office Tel No. | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       |
| <b>6</b> First Name and Surname  | _____                | Special Diet:  | <input type="checkbox"/> S | <input type="checkbox"/> V | <input type="checkbox"/> H | <input type="checkbox"/> K | <input type="checkbox"/> O |
| Position                         | _____                |                |                            |                            |                            |                            |                            |
| E-mail                           | _____                |                |                            |                            |                            |                            |                            |
| Cell No.                         | <input type="text"/> | Office Tel No. | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       |
| <b>7</b> First Name and Surname  | _____                | Special Diet:  | <input type="checkbox"/> S | <input type="checkbox"/> V | <input type="checkbox"/> H | <input type="checkbox"/> K | <input type="checkbox"/> O |
| Position                         | _____                |                |                            |                            |                            |                            |                            |
| E-mail                           | _____                |                |                            |                            |                            |                            |                            |
| Cell No.                         | <input type="text"/> | Office Tel No. | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       |
| <b>8</b> First Name and Surname  | _____                | Special Diet:  | <input type="checkbox"/> S | <input type="checkbox"/> V | <input type="checkbox"/> H | <input type="checkbox"/> K | <input type="checkbox"/> O |
| Position                         | _____                |                |                            |                            |                            |                            |                            |
| E-mail                           | _____                |                |                            |                            |                            |                            |                            |
| Cell No.                         | <input type="text"/> | Office Tel No. | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       |
| <b>9</b> First Name and Surname  | _____                | Special Diet:  | <input type="checkbox"/> S | <input type="checkbox"/> V | <input type="checkbox"/> H | <input type="checkbox"/> K | <input type="checkbox"/> O |
| Position                         | _____                |                |                            |                            |                            |                            |                            |
| E-mail                           | _____                |                |                            |                            |                            |                            |                            |
| Cell No.                         | <input type="text"/> | Office Tel No. | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       |
| <b>10</b> First Name and Surname | _____                | Special Diet:  | <input type="checkbox"/> S | <input type="checkbox"/> V | <input type="checkbox"/> H | <input type="checkbox"/> K | <input type="checkbox"/> O |
| Position                         | _____                |                |                            |                            |                            |                            |                            |
| E-mail                           | _____                |                |                            |                            |                            |                            |                            |
| Cell No.                         | <input type="text"/> | Office Tel No. | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       |
| <b>11</b> First Name and Surname | _____                | Special Diet:  | <input type="checkbox"/> S | <input type="checkbox"/> V | <input type="checkbox"/> H | <input type="checkbox"/> K | <input type="checkbox"/> O |
| Position                         | _____                |                |                            |                            |                            |                            |                            |
| E-mail                           | _____                |                |                            |                            |                            |                            |                            |
| Cell No.                         | <input type="text"/> | Office Tel No. | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       | <input type="text"/>       |