

# Pocket MBA

The fast-track way to managerial success

Leap ahead of the competition,  
learn about powerful yet simple tools  
that will make you a  
better manager

11 – 12 February 2010  
The Grace Hotel,  
Sydney  
25 – 26 February 2010  
Hotel Grand Chancellor,  
Melbourne

## COURSE DIRECTOR



Alan Schwartz  
*Director*  
Greco Schwartz Pty Ltd

Alan Schwartz is a Director of Greco Schwartz Pty Ltd, an Australian Institute of Project Management endorsed course provider.

Alan has over 25 years experience in management, consulting, training, assessment, facilitation, coaching and education services. He has an impressive track record in providing services to over 125 public, private and non-profit organisations.

- Are you prepared to step into a managerial role?
- Can you prepare a successful Business Planning Framework?
- Do you get the best out of your employees and have them following the strategic direction?
- Would you like simple tips to improve your business performance and achieve Operational Excellence?
- Have you set effective budgets and financial targets?
- Do you aspire to be a strategic thinker and leader?

Kick start your managerial career!

Tonkin Academy's Pocket MBA Training Course will provide you with the skills needed to fast-track your career directly into management. Walk away from this training with a clear understanding of objective setting, business planning, performance management, financial management and operational excellence. The Pocket MBA provides everything you need to know to be an effective people leader that also returns an exceptional ROI.

## Who should attend?

- CEOs
- Executive Managers
- General Managers
- Technical Managers
- Technical Specialists
- Project Managers
- HR Professionals
- Junior Managers
- Anyone wishing to step up into management

AGS

Consulting  
& Training



## ABOUT THE COURSE

## ABOUT THE COURSE DIRECTOR

This two-day, interactive training course will give you practical techniques that you can easily apply in your workplace to improve your performance and kick start your progression into senior management. The Pocket MBA will teach you in just two days the information learnt over years at Harvard Business School and the AGSM. You will cover:-

- Appreciation of the organisational and external (market) context
- Strategic planning including scenario planning
- Analysis and solution of problems
- Application of systems thinking to improve planning and increase control
- How to improve operational efficiency
- Financial benchmarks to improve business performance
- Creation of sustainable value in your business

Get ready to step into your next managerial role by receiving high quality advice from a business management expert! Don't spend years studying an MBA – learn the essential skills you need by attending Tonkin Academy's Pocket MBA Training Workshop 2010!

**EXAMINE** the latest global management techniques  
**DEVELOP** strategies that produce results  
**BALANCE** control and empowerment  
**ANALYSE** financial statements like a professional  
**DETERMINE** key problems for resolution  
**RECEIVE** powerful insights into operational efficiency  
**MAXIMISE** the benefits from strategic change  
**DISCOVER** problem solving skills in the business environment  
**OPEN** the door to lots of practical and free resources

### Alan Schwartz



Alan Schwartz (CPPD, MAIPM, MPM, MIMC CMC, Grad. Cert. Mgt., Grad. Cert HRD, Adv. Dip. of Bus. Mgt, Cert IV TAA) is a Director of AGS Consulting and Training, a division of Greco Schwartz Pty Ltd., an Australian Institute of Project Management (AIPM) endorsed course provider. Alan is an AIPM approved RegPM, professional recognition, assessor. Industry certifications include 'Certified Management Consultant' (Institute of Management Consultants) and 'Certified Practising Project Director' (AIPM).

Alan conducts a range of Strategic Review of organisational systems; this includes Australian Institute of Project Management 'Project Managed Organisation' Accreditation assessments. He was the Institute of Management Consultants, Australia, 'Chief Assessor (2005-8) for the internationally recognised 'Certified Management Consultant' accreditation scheme.

Alan has over 25 years consulting and training experience. He has a track record in management, management consulting, strategic management, organisational reviews, program management, project management, business planning, training, facilitation, competency standards, assessment and professional development planning. He has worked with over 125 organisations involved in a broad range of industries from management and law to education and finance, with clients including QBE, Apple Australia, Siemens, Reuters, Smorgon Steel, Westpac, Commonwealth Bank of Australia, Telstra, Optus, Hutchison 3G, Roads and Traffic Authority, Australian Institute of Management, Sinclair Knight Merz, Australian Red Cross, Surf Life Saving Australia and Waverley Council.

He currently leads two units in the Project Management Graduate (Masters) Program at the University of Sydney and has also been the Unit Coordinator of the University of New England MBA Project Management Unit.

As a specialist in the design and delivery of management, portfolio, program and project management training programs, Alan has educated/trained over 5000 course participants, including senior managers, middle managers, program managers, project managers and specialist team members, in over 50 techniques. Alan has been responsible for the management of small, medium and large programs and projects. He has coached over 500 project teams in a range of industries.

### ABOUT TONKIN ACADEMY'S GENERAL MANAGEMENT SERIES

The Tonkin General Management Series has a host of courses available at all knowledge levels. Starting from Introductory series and moving through to Advanced levels we are sure we have a course that caters to your needs. An example of courses available in the series are listed below:

- 102: Fundamental Internal Communications
- 103: Fundamentals of Procurement
- 201: Corporate Social Responsibility
- 202: Developing & Documenting Policies & Procedures
- 301: Advanced Procurement



GENERAL MANAGEMENT  
SERIES

# COURSE OUTLINE

11–12 February 2010 | The Grace Hotel, Sydney :: 25–26 February 2010 | Hotel Grand Chancellor, Melbourne

## DAY ONE – 8:30 Registration

### MORNING SESSIONS

#### Stepping up to Senior Management

- Preparing yourself for your new role by understanding what is expected of you
- Improving your business relationships by enhancing your personal, interpersonal and managerial skills
- Grasping the mindset change from employee to manager and leader to better identify your requirements

#### Strategic and Business Planning

- Choosing the best strategic planning models by seeing those used by top end consultants
- Apply a range of tools & techniques including scenario planning, systems thinking, balanced scorecard, 'PESTLE'
- Thinking strategically
- Designing an effective business model by linking strategic and business planning
- Building a successful business planning framework
- Minimising chances of failure by reviewing a range of case studies
- Setting realistic goals and objectives
- Using performance measures
- Being creative and taking initiatives

### AFTERNOON SESSIONS

#### Risk Management

- Optimising your company's revenue by applying risk management processes
- Maximising opportunities
- Reducing possible losses and complications by applying risk management processes
- Introducing the Australian Risk Standard to your business

#### Managing People Performance

- Enhancing your company performance by getting the best out of people
- Understanding emotional intelligence
- Building high performance teams and individuals
- Gaining respect from your employees
- Generating a people management framework
- Incentivising workers by linking personal performance objectives to overall strategy

5:00 Close of Day One

*Lunch, Morning and Afternoon Tea and Arrival Tea and Coffee will be provided on both days*

## DAY TWO – 9:00 Start

### MORNING SESSIONS

#### Financial Targets and Business Performance

- Benchmarking financial performance – comparing your business to others
- Producing a realistic business plan by setting budgets and financial targets
- Ensuring your long term investment by creating sustainable value
- Improving your financial knowledge and skills to improve decision making
- Understanding business cases and benefits

#### Operational Excellence

- Maximising profits by reviewing simple tips to improve business process performance
- Managing diverse stakeholders including regulators and competitors
- Application of portfolio, program and project management to deliver operations and projects
- Optimising resource management
- Applying knowledge management principles

### AFTERNOON SESSIONS

#### Consolidation - Strategy into Reality

- Executing business plans using project management techniques
- Maximising business performance using change management techniques
- Improving success by understanding and managing major risks
- Managing personal priorities
- Building your action plan to implement workshop learnings

#### Resources and Where to Get Help

- Reviewing reference material and resources

5:00 Close of Day Two

An MBA is a definite asset in the advancement of your career and the preparation for senior executive and 'C-Level' roles. An MBA, however, is a huge investment in time and money, so making the right decision is important. Take this opportunity to delve into everything the MBA program can offer, in only two days!

[www.TonkinCorporation.com](http://www.TonkinCorporation.com)

REGISTER TODAY! • Ph: 61 2 9224 6055 • Fax: 61 2 9224 6066 • Email: [capricornia@TonkinCorporation.com](mailto:capricornia@TonkinCorporation.com)

# VIP Code

## 5 WAYS TO REGISTER

<b>Phone:</b>	61 2 9224 6055
<b>Fax:</b>	61 2 9224 6066
<b>Email:</b>	capricornia@TonkinCorporation.com
<b>Online:</b>	www.TonkinCorporation.com
<b>Mail:</b>	Tonkin Corporation Pty Limited, Level 12, 70 Pitt Street, SYDNEY NSW 2000 AUSTRALIA

## DATES & VENUES *(Please tick)*

<input type="checkbox"/> <b>Sydney</b> 11-12 February 2010 The Grace Hotel Corner York & King Streets <b>Tel:</b> 61 2 9272 6888	<input type="checkbox"/> <b>Melbourne</b> 25 - 26 February 2010 Hotel Grand Chancellor Melbourne 131 Lonsdale St Melbourne VIC 3000 <b>Tel:</b> 1800 331 006
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## REGISTRATION FORM – POCKET MBA - ACC08

**YES, please register me for the above conference.**

Today's date   /   /

<b>1</b>	<b>2</b>	<b>3</b>
Name <input type="text"/>	Name <input type="text"/>	Name <input type="text"/>
Job Title <input type="text"/>	Job Title <input type="text"/>	Job Title <input type="text"/>
Telephone <input type="text"/>	Telephone <input type="text"/>	Telephone <input type="text"/>
Email <input type="text"/>	Email <input type="text"/>	Email <input type="text"/>
Facsimile <input type="text"/>	Facsimile <input type="text"/>	Facsimile <input type="text"/>

Company

Postal Address  PO Box/Street Address  City  State  Postcode

INVESTMENT <i>(including gst)</i>	REGISTER AND PAY BY:				
	13 Nov 09	14 Dec 09	15 Jan 10	5 Feb 10	After 5 Feb 10
<input type="checkbox"/> Training Seminar	\$2,198.90	\$2,308.90	\$2,418.90	\$2,528.90	\$2,638.90

## SAVE MORE *(only one discount may be claimed per delegate)*

**GROUP DISCOUNT:** Tonkin Corporation understands the benefit of group learning experiences. Save money with one of these group discounts:

- Register 3 people or more on the same conference at the same time from the same company and receive a **\$500 discount** on the total gst inclusive registration fee
- Register 4 people on the same conference at the same time from the same company and gain a **FREE** ticket for the 5<sup>th</sup> person

## PAYMENT METHODS

**ABN 72 092 933 894**

- EFT: Transfer your payments to Tonkin Corporation Pty Limited at Commonwealth Bank of Australia BSB 062 000 Account No. 1180 6356.
- CHEQUE: Please make out cheque to Tonkin Corporation Pty Limited. **Please quote ACC08 on the cheque.**
- CREDIT CARD: Please charge my  VISA  \*DINERS  MASTERCARD  \*AMEX

\* A credit card fee of 2.5% will apply for Diners or Amex

in the amount of \$ \_\_\_\_\_

Card No:                      Expiry Date:   /

Cardholder's Name: ..... Signature : .....

**Cancellation Policy:** Should you be unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively a full refund, less a \$200 service charge (including gst), will be made for cancellations received in writing up to 21 days prior to the event. Regrettably no refunds can be made less than 21 days prior to the event.



Tonkin Academy is the learning and teaching division of Tonkin Corporation, producing expert quality training seminars on timely topics. Covering all levels of training from 101: Introductory, 201: Intermediate and 301: Advanced, Tonkin Academy workshops guarantee you superior training appropriate to your level of knowledge. Concerned with issues at the forefront of executive and management decision making, Tonkin Academy independently researches and attracts the highest quality trainers to bring delegates excellence in their learning.

Tonkin Corporation has taken due care and diligence in selecting qualified professionals as its speakers. The information they offer, howsoever provided, is not produced by Tonkin Corporation and should in no way be regarded as financial or legal advice. Tonkin Corporation accepts no responsibility for reliance on such information and recommends that its clients seek independent, professional advice.

Tonkin Corporation takes due care and diligence in producing its products. However, given circumstances beyond its control, Tonkin Corporation reserves the right to change any training programme without notice.