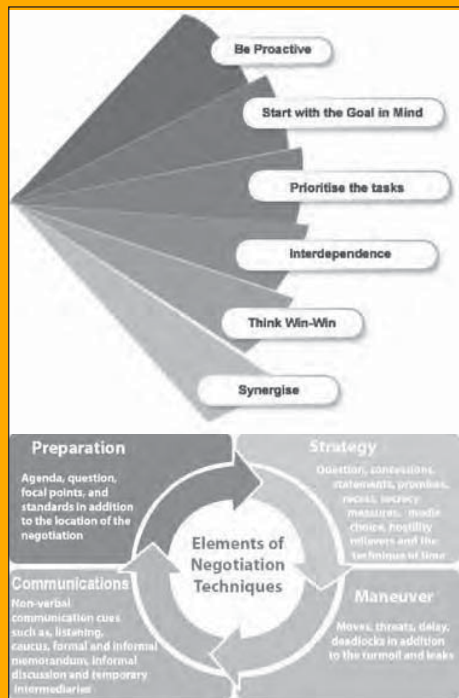


THE PRACTICAL BUSINESS ENGINEER



YOU WILL LEARN HOW TO:

- Deal effectively with the key commercial and business issues impacting you as an engineer
- Communicate with financial managers and business people
- Develop and grow your business
- Build strong commercial relationships with your clients and partners
- Interpret and draft simple key legal contracts
- Prepare expenditure proposals to win management approval
- Apply tried and tested tips and tricks in dealing with legal challenges
- Market yourself and your business more effectively
- Understand the key issues with financial statements and see the warning signs

WHO SHOULD ATTEND:

If you are a technical person who wants to gain commercial 'savvy' then this is the workshop for you. Typical participants include:

- Engineers and other technical professionals working in industry
- Technicians
- Engineering Officers
- Project Managers
- Maintenance Professionals
- IT Managers
- Architects
- Administrators
- Technical Specialists
- Geologists
- Metallurgists
- Production Managers
- Process and Operational Personnel
- Electrical, Mechanical and Civil Engineers
- Consulting Engineers
- Operations Managers
- Plant Managers

The Workshop

It is a truism that engineers tend to focus on technical issues to the detriment of the commercial realities that impact on their businesses on a daily basis. Engineers and other technical professionals put enormous effort into achieving technical excellence in their jobs and believe that their technical skills are extremely important. Unfortunately the reality is considerably different. What enables you to run a successful business and to get to the top are possessing excellent commercial and management skills. Once they have received the necessary training in the critical issues, engineers and technical managers are generally bright, capable, hard working and highly trained individuals who can effectively deal with commercial issues they have to confront on a daily basis.

The workshop presents the secrets of many experienced engineers who have worked in business and commerce and been involved in managing cash flow, marketing, drawing up and negotiating contracts, setting up joint ventures and a myriad of other testing commercial challenges. We have distilled all the key commercial and business issues into one hard hitting course to enable you to solve real commercial problems which you will encounter and enable your business to grow.

One of the key ingredients for success in any business and project is understanding that "cash is king" and your firm should be able to generate it effectively and consistently. Rapidly advancing technology, increasing project and product complexity and competitive pressures place enormous demands on you to do the best costing and economic evaluation of your products and projects. You must be able to justify your costing decisions using a solid framework should your financial decisions come under scrutiny.

This workshop is designed to help you build up strong competencies in business communications and promotion and marketing of your business and indeed of yourself. This workshop will save you years of learning from experience. Learning from your own experience whilst very important and a key part of your development can be frustrating, risky and expensive and this workshop will help to expedite your learning process in the commercial area.

Whilst you will not be an expert in two days of the course; this workshop will transform your knowledge and ability to deal effectively with commercial issues and set your business and your personal skills firmly on a sustainable growth path with minimal risk.

You will emerge from this workshop confident in your new found commercial skills and be able to apply your know-how immediately to your job.

The Program

BASIC COMMERCIAL AND BUSINESS CONCEPTS

- Overview of the course
- Business communication skills
- Questioning skills
- Giving and receiving feedback
- Presenting winning business presentations
- Four typical team structures
- Dealing with team problems
- In pursuit of excellence
- Effective habits of success in business

MAXIMISING YOUR PROFIT CONSISTENTLY - BASIC FINANCIAL CONCEPTS

- Profit and loss
- Balance sheets
- Cash flow versus profit
- Quick ratios and indicators
- Cash is King
- Creative accounting
- Trends and patterns
- Pricing of products and projects
- Fixed price versus hourly rate
- Business triangulation techniques
- Maximising your company's profits and income
- Tracking costs and revenues

ESTIMATION AND COSTING

- Capital costs
- Working capital and operating costs
- Factors affecting profitability
- How to get the estimate right first time
- Decision making under capital rationing
- What to do if there is not enough money
- Costing and estimating

APPLYING BUSINESS LAW TO ENGINEERING

- Commercial law and engineers
- Essentials of contract law
- Key elements of a contract
- Breach of contract and remedies - practically speaking
- Duty of care
- Professional liability
- Avoiding conflict
- The real value of business law
- Using the law and minimising disputes

NEGOTIATING SKILLS FOR A WIN-WIN

- Managing the 7 Ps of negotiation: people, positions, perceptions, problems, power, preparation and process
- Negotiating issues in business
- Developing your negotiating qualities
- The importance of a win-win

GAIN MORE BUSINESS - INDUSTRIAL MARKETING AND SELLING

- Key elements
- Advertising - direct mail, web and email and telemarketing
- Contact databases that work
- Building relationships
- Presenting proposals
- Quoting, negotiating and closing deals
- Researching and finding new business and clients
- Practical elements of marketing
- Lateral thinking

MANAGING COMMERCIAL RISK

- Risk and uncertainty
- Quantifying project risk
- What is risk management
- Tools of risk management
- Risk and contingency amounts

BUSINESS STRATEGY

- Adjusting your sails to maximise the wind
- Business plans and action steps
- Sailing close to the wind
- Business ethics

TYING IT ALL TOGETHER

Practical Sessions

We have tried to make this workshop as practical as possible and have minimised on the standard lecturing. It includes 8 case studies, practical exercises, simulations and role playing comprising over 65% of the course content to ensure maximum absorption by the participants.

To gain full value from this workshop, please bring your laptop/notebook computer.