

## Certified International Business Leader (CIBL)<sup>™</sup>

**Independently Assessed and Endorsed by NASBA, the official board that regulates accounting and financial education in the United States of America.**



### Program Overview

As the world is becoming more globalized, businesses are finding that exceptional leadership is vitally important to their success. The Certified International Business Leader (CIBL)<sup>™</sup> program is designed to immerse delegates in the cross-functional perspectives of business such as leadership in customer and product markets, changing geopolitical influences, and current economic conditions.

By the end of the CIBL<sup>™</sup> program, you will be ready to assume the complex role of senior leadership. Equipped with the knowledge and skills to align your organizations culture, strategies, and processes, you will be empowered to drive short and long-range performance. With increased confidence and vision, as well as a clear understanding of your strengths and weaknesses, you'll emerge as a strong global leader who can navigate strategically across all business domains.

This course is modelled after the Harvard Business School Course on Executive Leadership and thus provides delegates with the quality assurance of a world class education.

This course will use **10 real-world case study's** from the world's most successful company's ranging from **Starbucks, Walmart, Apple, Chevron, Virgin and many more.**



The International Institute for Executive Training (iIET) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its web site: [www.nasbaregistry.org](http://www.nasbaregistry.org)

## Benefits of a CPE Registered Course

- Endorsed by NASBA, the official board that regulates accounting and financial education in the **United States of America**.
- Our courses have been independently assessed to ensure a **consistent and high quality** service.
- This provides proof that we comply with **industry best practices** and made a commitment to the **delivery of high quality continuing professional education**
- Being a registered NASBA sponsor demonstrates that our presenters and program developers have **vast technical knowledge and experience**.
- **Earn 42 Continuing Professional Education (CPE) units.**

## Key Takeaways



A heightened awareness of financial conditions and external forces shaping global competition



A portfolio of proven leadership approached for driving change, innovation, and growth



The latest frameworks and tools for formulating and implementing a winning competitive advantage



Applying effective decision making tools to your organization



Understand the fundamentals of financial analysis

## Course Requirements

Delegates must meet the following criteria to be eligible for certificate of completion:

1. **Attendance** – delegates must attend all sessions of the course. Delegates who miss more than two hours of the course sessions will not be eligible to sit for the Certified International Business Leader (CIBL)<sup>TM</sup> Examination.
2. **Successful completion of the course work and exam** – Upon completion of this training course you will **receive your certificate from iIET**, an internationally accredited learning center recognized by Qualifi Ltd., a UK govt recognized awarding organization.

## Why People Choose to learn with the iIET...

Our unique approach brings together...

- Internationally recognized and accredited learning center
- latest case studies from the worlds top companies
- most cutting-edge multimedia available



Our course content is designed to fit every learning style and support the non-English speaking audience.

## Who Should Attend This Program

This course is designed to provide executive leadership training for midlevel managers or executives who lead others with managerial responsibility. It will benefit executives who require strong decision-making skills and the ability to lead and motivate others.

**\*Successful completion of the course makes you Certified International Business Leader. You can use the designation of CIBL<sup>TM</sup> on your resume and business card.**

## CPE Course Requirements

Program Level	Intermediate	
Pre-requisites	3-years work experience and/or associate's degree	
Advance Preparation is not required for successful completion of this course.		
Delivery Method	Group-Live	
CPE Units	<b>42 Units</b>	
Field of Study	Management Advanced Services	15.0
	Finance	15.0
	Business Mgmnt and Org	5.0
	Production	5.0
	Personnel/HR	2.0

## -Topics That Will Be Covered-

### **Lead in The Global Economy**

- Assess global business environment and anticipate exchange rate fluctuations and interest rates.
- Identify barriers to policy
- Analyze a countries economic performance and identify its key institutional strengths and weaknesses.
- Assess total factor productivity at home and abroad
- Fiscal and Monetary Policy
- Income distribution as a gauge for purchasing power of residents
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### **Develop a Compelling Strategy**

- Evaluate the competitive forces that distinguish highly profitable industries using Porters 5 force analysis
- Align Corporate strategy to business unit strategy
- Analyze one company's successes and failures over time
- Blue ocean versus red ocean strategy

### **Build Competitive Advantage**

- Examine what drives excellence in operations and your role as leader and manager.
- Understand customer needs in order to compete on service excellence and new product/service introduction
- Assessing the value of your chosen market space
- The sources of competitive advantage
- The key questions to ask in order to assess competitive advantage

### **Master the Essentials of Corporate Finance Management**

- Overview of Financial markets, institutions, and instruments
- Valuation techniques
- Goals of financial management
- Reporting the results: the four financial statements
- Financial ratio interpretation

### **The Tools of Corporate Finance**

- Factors affecting discount rates
- Capital budgeting
- Weighted average cost of capital (WACC)
- Payback period
- Net present value (NPV)
- Internal rate of return (IRR)

### **Conducting Risk Assessments**

- What is the relationship between risk assessment and risk management?
- Types and sources of risk information
- Risk identification techniques
- Risk prioritization and rating, including quantitative assessment tools and techniques
- Presenting and sharing risk assessment information

## -Topics That Will Be Covered-

### **Quantitative Risk Analysis**

- Risk Analysis Matrix  
Delphi (expert analysis)
- Ishikawa diagrams (fishbone analysis)
- Root cause analysis
- Decision Tree Analysis
- Scenario planning
- Monte Carlo analysis
- Risk evaluation, problem solving and decision-making

### **Introduction to Project Management**

- Definition of a project
- Why project management
- Project life cycle
- Key knowledge areas of project management

### **Project Planning and Estimating**

- Defining Scope
- Managing Quality
- Work breakdown structure
- Scheduling techniques
- Budgeting techniques
- Resource allocation techniques
- Earned Value Analysis

### **Plan and Conduct Successful Negotiations**

- What is an effective negotiator?
- Resolve disputes when others are emotional or irrational
- The role of ethics in negotiation
- Work effectively with people whose backgrounds, perspectives, and values differ from yours.

- Negotiation: The 5 Negotiation techniques for leaders
- Influencing tactics
- Thomas Killman Model of Conflict management
- The Four generation workplace

### **Transformational Change Management**

- The emotional cycle of change management
- Kurt Lewin's Model of change management: The 3 stages of change
- John Kotter's 8 Step Change Model
- Dice model of Change

### **Overcoming Resistance to Change**

- Identifying the reasons for why people resist change
- Create a way to communicate with employees about new initiatives and their progress.
- Develop key deliverables for each department

### **How to Become a Transformational Leader**

- Transformational leaders inspire great loyalty and trust in their followers.
- They have high expectations, and they inspire their people to reach their goals.
- Creating an inspiring vision of the future.
- Motivating people to buy into and deliver the vision.
- Managing delivery of the vision.
- Building ever-stronger, trust-based relationships with your people



## -Topics That Will Be Covered-

### Leverage the Power of Marketing

- Maximize marketing, sales, and service to create, communicate, deliver, and extract customer value
- The importance of segmentation, targeting and positioning of goods and services
- Engaging customers from product launch to the product life cycle

### Managing your Human Capital

- Employer Branding
- Employee Engagement
- Behavior Modification
- Work-life Balance

### Lead Your Company/Organization

- Align the organizations culture, structure, systems, and people in order to effectively implement your corporate strategy
- Effectively communicate your vision for the organization and motivate people to fulfil it
- Emotional Intelligence
- Leadership Styles and Traits
- Hershey-Blanchard Situational Leadership

