

## Certified Strategic Operations Business Executive (SOBE)<sup>TM</sup>



### Program Overview

The Certified Strategic Operations Business Executive (SOBE) is designed to equip budding and senior executives with the knowledge, relationships, and tools necessary to drive results at the highest levels of global business. This course is equivalent to an MBA-level course being taught at American Universities by our faculty modified to provide participants with the most up-to-date, comprehensive, and practical tools to successfully navigate the diverse challenges facing top executives in today's dynamic global marketplace.

Participants in the International Institute for Executive Training (IIET) SOBE Program immerse themselves in a curriculum that examines and explores general management concepts in all major functional areas while learning the latest insights on management strategy and will gain a thorough grounding on the recent developments in business management and leadership. While pursuing studies with peer executives from around the world, participants are inspired by the diverse cultures and new friendships.



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




Upon completion of this training course, you will receive your certification that has been fully endorsed by Qualifi, an official UK government awarding organization.

## Benefits of an Internationally Accredited Certification

- Our accredited courses have been independently assessed to ensure a **consistent and high quality** service.
- Our accreditation provides proof that we comply with **industry best practices**.
- Our accreditation demonstrates that our presenters have **vast technical knowledge and experience**.
- Studies have shown that individuals that attain international accreditation/certification are more likely to achieve **higher salaries** and be **promoted** over those individuals that are not.
- **Earn 42 Continuing Professional Education (CPE) units.**

## Key Takeaways

-  1. Learn how to develop and improve your firm's competitive advantage.
-  2. Improve your ability to integrate key functional areas into a unified strategic plan.
-  3. Enhance your understanding of the impact of changes in the external environments on executive decisions.
-  4. Learn the importance of changes in economic, technological, govt, political and social forces on the formulation of a firm's strategy.
-  5. Develop your skills in identifying key business issues and problems.
-  6. Sharpen your ability to make quality, reasoned business decisions.

## 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 Certified Strategic Operations Business Executive(SOBE)<sup>TM</sup> Examination.
2. **Successful completion of the course work and exam** – Upon completion of this training course you will receive your certificate which has been fully endorsed by Qualifi Limited; a UK recognized awarding organization.

# Certified Strategic Operations Business Executive (SOBE)<sup>TM</sup>



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

Our unique approach brings together...

- Internationally 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 program is designed for senior business leaders, executives, and managers, as well as for entrepreneurs and other individuals interested in learning and applying the key components of strategic business management:

- senior business leader
- executives
- managers
- entrepreneurs
- and other individuals interested in learning and applying the key components of strategic business management.

**\*Successful completion of the course makes you a Certified Strategic Operations Business Executive (SOBE). You can use the designation of SOBE<sup>TM</sup> on your resume and business card.**

## CPE Course Requirements

Program Level	Advanced	
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	18.0
	Production	8.0
	Business Mgmnt and Org	8.0
	Personnel/HR	4.0
	Personal Development	4.0
	Behavioral Ethics	2.0

## -Topics That Will Be Covered-

### What is strategy?

- A simple definition of strategy
- The competitive theory of strategy design
- The value innovation theory of strategy design
- External and Internal Analysis of core competencies (SWOT)
- PEST Analysis

### Building and sustaining a competitive advantage

- Assessing the value of your chosen market space
- Michael Porter's 5 Forces
- The sources of competitive advantage
- The key questions to ask in order to assess competitive advantage
- Blue ocean versus red ocean strategy

### Strategy Implementation

- The five key steps to effective strategy implementation
- Why strategies fail

### Lean Methods and Strategy

- Process Walk/ Treasure Hunt
- 5S
- Visual Controls
- Standard Work
- Kaizen
- A3
- Value Stream Mapping

### Monitoring and Measuring productivity

- Lean metrics
- The 7 wastes
- Lead time
- Takt time and cycle time
- Quality management

### Project Management Overview

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

### Managing Project Finance

- Project selection approaches
- Decision methodologies (decision trees, NPV, IRR)
- Project evaluation techniques
- Estimation (costs, schedule and requirements)
- Project financing

### Identifying and prioritizing stakeholders into grid

- Stakeholder Engagement
- Communication planning
- Negotiation tactics
- Influencing the right stakeholders

## -Topics That Will Be Covered-

### Corporate Social Responsibility

- Competitive Advantage through CSR
- Mission and Vision Statement Analysis
- Business Ethics

### Effective Change management for executives

- Creating an adaptive corporate environment
- Reasons why people resist change
- John Kotter's 8 Step Change Model
- Designing effective change programs/plans

### Understanding the balanced scorecard

- What are the key components of the balanced scorecard?
- Key performance indicators and targets Initiative design
- Cascading the balanced scorecard
- Strategy maps
- The key elements of the strategy map

### Risk

- Building a strategy map
- Fundamentals of risk (e.g., what is risk?)
- Methods for dealing with risk and uncertainty
- Risk assessment and management process
- Quantitative Risk Management

### Strategic Supply Chain Management

- Principles of supply chain strategy and how to link them to business strategy
- Aligning resources and organizations for effective management of the supply chain
- How to better structure a company's supply-chain strategy to achieve competitive advantage
- How Companies Use Their Supply Chain to Compete
- The 5 Key Elements Of Supply Chain Strategy

### Leadership

- Emotional Intelligence
- Leadership Styles and Traits
- Hershey-Blanchard Situational Leadership
- Group Activity: Emotional Intelligence
- Group Activity: Johari Window Self-Awareness Activity



# Program Registration Form

## Come and Join Us for the Internationally Recognized SOBE Program.

### CONTACT INFORMATION

Full Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email Address: \_\_\_\_\_

### PAYMENT METHOD

BY TELEGRAPHIC TRANSFER TO:  
Bank Name Wells Fargo

Bank Account No: 1396611350  
Routing Number: 122000247  
Bank Account Name: AnnCos Consulting LLC  
SWIFT Code: WFBIUS6S

**Registration Fee: \$1950 USD + VAT**

**Discounts apply for 3 or more people  
from the same organization.**

Important Notice: Payments are required with registration and must be received prior to the Course to guarantee your place.

### PLEASE COMPLETE THIS FORM AND SEND TO:

Email: Info@iET.US

Call: +1 818 2943634

**The registration fee includes:** conference documentation, admission to all conference sessions, admission to networking social breaks during the event.

The registration fee does not include: travel, hotel accommodation, transfers or insurance.

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, or by bank transfer. **ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.**

### CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking and payment, the place(s) are confirmed. No refunds will be made for any cancellations; however, you may substitute an individual if you advise in writing 5 days prior to the commencement of the program. If no substitute is available you will be given the opportunity complete the course within the year.

### ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: The International Institute for Executive Training (iET) reserves the right to change the content and timing of the program, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, he International Institute for Executive Training will refund the full amount and disclaim any further liability.

INQUIRIES: If you have any queries about registration or payment please do not hesitate to contact our client services department on +18182943634

PRIVATE DISCLOSURE STATEMENT: Any information provided by you in relation to this event is being collected by International Institute for Executive Training (iET) and will be held in the strictest confidence. It will be added to our database for the primary purpose of providing you with information about future events and services.