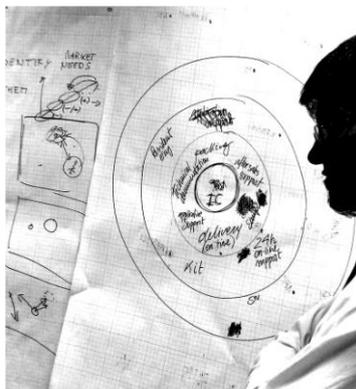


Pedagogia Programme Specification

Business Mastery for Senior Managers in the Semiconductor Industry



The Problem:

The semiconductor industry poses significant challenges for BU and Divisional heads, and senior Sales and Marketing managers. Technical developments, (ASSPs and SoC, MtM, combining analog and digital functionality, a harder to chase Moore's Law, massive investment costs for NPD, shorter cycle times, etc), combined with massive, seismic disruption potential of IoT, a tougher commercial environment (low price competition, mass-customisation, different business models, more capable competitors, often merged and consolidated), together with more savvy and demanding customers, and increasing velocity of markets combine to create formidable headwinds for Business Units, Product Division and Sales and Marketing managers trying to run their business. What worked in the past is unlikely to work in the future.

In this demanding environment, the Senior Managers in BUs, Sales and Marketing are critical in determining whether fortunes for the company are made or lost, so it's essential that your senior managers have the very latest and best skills, an understanding of 'how others do it', with insights into latest business thinking, and be equipped with modern tools, and best practice. Because the key business challenge is how to build and sustain profitable business, commercial skills and business acumen are key skills to master. Because competition is so fierce, the ability to strategise and find ways to win is essential areas to strengthen.

The Solution:

Business Mastery for Senior Managers (BMSM) is a 3 day, off-site, in-company training. It is designed as a tough, demanding session, which will fundamentally challenge your current thoughts, assumptions, ways of working and leading. It will give you knowledge of how the best companies succeed. It will unleash new ways of thinking about how you currently do and how you should do your business. It will equip you with tools, ideas, new ways of working and thinking, and ask you to create new plans and ways of working for the business technology, people and delivery systems you manage. Typical outline content is:

Day 1	
Morning:	<ul style="list-style-type: none">• Introductions• Understanding the fundamental business mission of all senior managers• Setting the scene: overview of the semi industry, its players, business models, dynamics, trends and megatrends. Understanding the 'game'• Review of existing and upcoming disruptions: China, IoT, (software, security and systems integration, implications for organisational model, collaborative working, platform design), etc, the arrival of 'Big Bang' and Semi 2.0,• Mastering key success factors of B2B and high-tech marketing. The imperatives of key concepts like TTM, TTV, TTP and LTM and Vitality Index
Afternoon	<ul style="list-style-type: none">• Review of market essentials and who does what to achieve success:<ul style="list-style-type: none">◦ The vital importance of segmentation◦ GTM (Go-to-Market) strategies and practice and the 5Ps◦ Channel and partner management◦ Product lifecycle management and Portfolio management• Building your compelling Value Proposition for your activity• Evening: Group task then dinner. Homework
Day 2:	
Morning	<ul style="list-style-type: none">• Improving business performance: review of your business fundamentals - ASP, GM, MS, etc. How much profit and MS do you need?• Review of your current objectives and strategies• Basic strategic thinking and options, including OST, CAO, ME, SCA and generic strategies and the 4 main business models
Afternoon	<ul style="list-style-type: none">• What does the competition do? Mini-case study on semi industry exemplars• Leading the business and driving change: review of leadership styles, culture and change management actions• Evening working
Day 3:	
Morning	<ul style="list-style-type: none">• Building the VDS (Value Delivery System) and combined operations, with Sales, Application Marketing, tech support, your ecosystem, and partners to go-to-market to enable you to achieve your objectives• Building agility to respond to 'Big Bang' and other disruptors
Afternoon	<ul style="list-style-type: none">• Business strategy and planning - developing your strategy and plan to win

Typical learning outcomes:

Participants will learn:

- Understand your fundamental mission as seniors - it may not be what you thought it was!
- Analyse the current semi business horizon, the coming major disruptors, megatrends, what the 'game' is, and implications for you
- Mastering business issues and the go-to-market
- Develop strategies for the business with focus to make a breakthrough
- Improve your business acumen approach and help you focus on key performance indicators and build sustainable, profitable business
- How to develop your strategy and plan to win - walk away with an immediate action plan
- Review your leadership style and actions. Develop a leadership plan for you and your team and drive change in your organisation
- Winning strategies: understand how best exemplars succeed in the semi industry
- Market planning - how to write a simple, powerful market plan and implement it

Target audience:

- BU, Divisional Heads, or in senior Sales or Marketing roles

For more information about how we can help you manage successfully in high-tech B2B markets, contact:

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<http://www.marketing-generics.com/pedagogia/>