Typical Learning & development programmes being run by Pedagogia Ltd.

All our programmes are customised, based around the client's real business situation and reality, so the programmes below show only typical programmes and give an idea of typical scope and content, whereas in practice the actual content, duration, etc depend on the client's needs and what would be most effective learning solution in their circumstances

Name of Programme	Target audience	Customised?	Type of session	Options
Strategy and Management				
The Micro MBA	• Middle or senior managers in large organisations	• Can be customised to include different business scenarios	• Typically 4-5 days. This widely acclaimed course is an integrated approach to teaching the main topics in the core curriculum of an MBA program: Accounting, Finance, Strategy and Marketing. In addition, the business simulation used in this course is an excellent vehicle for teaching team-building and leadership as well as business acumen. Examples from a variety of industries, businesses, and countries will be presented to reinforce the learning of the key concepts and methods of analysis, but particular attention will be given to the company sponsoring this program and the industry in which it competes. Includes teams working on a robust business simulation	• Can be delivered as a stand alone, or as part of a comprehensive senior management programme, such as an Advanced Management Programme
'The Manager as Change Agent'	• Middle or senior managers in large organisations	• Can be customised to include different business scenarios	• The "Manager as a Change Agent" workshop challenges managers to become demanders and leaders of change, instigating and implementing successful change in their organisations. In practice, change is exceedingly difficult to initiate and execute, and the huge majority of change programmes fail, typically in the early stages. The workshop uses an internationally renowned 8 Step process for initiating and executing change which increases the likelihood of success. The workshop also explores cultural issues and blockages and explores managers own change readiness – their resistance to or acceptance of change	• This workshop is a 1 or 2 day programme that can be delivered as a stand-alone module or is ideal for inclusion as a session in a larger management development programme • Find out more details here
Advanced Management Programme	• Middle / senior managers in large organisations	• Can be fully customised	• Advanced Management Programmes typically run from anywhere from one single module of 5 days, to up to 3-4 modules of 4/5 days each, depending upon need and budget	• The programme would usually be run in conjunction with a Business School or other consultancy, and would involve several outside speakers / consultants /

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			professors
Strategy, Strategic Analysis and Planning	• Middle / senior managers in large organisations	• The Planit© process and template is standard but the overall design can be adapted to the client's situation	• Typically 3-5 days (more days if more strategy content) • This is an interactive workshop, where the structured planning tool (Planit©) is used to drive analysis, conclusions and plans, but the content (and the strategic problem) is provided by the client • The aim is to conclude a whole round of strategic planning and arrive at a sustainable competitive business plan	• Can be delivered as a stand alone, or as part of a comprehensive senior management programme, such as an Advanced Management Programme
Customised Strategy workshops	• Middle / senior managers from business management, business development, or marketing who are facing a strategy issue, growing competition, new entrants, considering new market opportunities, or seeking to develop new strategies to grow	• Fully customised	• Typically 2-3 days, with the content and structure tailored according to the needs of the client • More information [here](#)	
'Using Military Thinking and Process to help you Manage'	• Middle / senior managers in large organisations	• Can be customised to include different business scenarios	• 'Using Military Thinking and Process to help you Manage' workshop takes the very best of military thinking and process and translates them into simple but powerful processes which can help managers analyse their situation, weave simple but overarching strategies into an effective plan of action, and then deploy them to colleagues and subordinates. It selects certain processes and actions which have high affinity and application in the commercial environment and delivers highly transferrable lessons and skills which will challenge orthodox thinking and can hugely benefit managers, their teams and companies • Find out more [here](#)	• This workshop is a ½ day or 1 day programme that can be delivered as a stand-alone module or is ideal for inclusion as a session in a larger management development programme
Making and implementing Business Decisions	• Middle / senior managers in large organisations	• Can be fully customised	• Typically 1-2 days. Workshop challenges managers' decision making and equips participants with a proven 6 Step Framework for making good decisions and minimising damaging or wrong decision making within organisations, whilst also avoiding 'groupthink' and other homogeneous or conformist thinking. Session includes some practical work where participants make decisions for their business • Find out more [here](#)	

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Sales, Account Management and Selling

Consultative Selling	• Anyone in a sales related role Senior	• Yes	• Typically 2 days • Uses a proven Consultative Selling model as the core process • Whilst the Consultative Selling model drives new behaviours and insights, the content and scenario will come from the client's own business situation and reality • The session is highly interactive with many practical exercises and role plays	• Usually we recommend to produce a short case study based on real client's real customer, which participants can then use as a basis for the interactive work
Selling to C Level	• Senior Account Managers / Sales people who are confronting the challenge of solution selling and need to set up and progress strategic discussions with 'C Level' clients	• Yes	• Typically 1-2 days interactive workshop • The workshop uses a standardised proven sales framework, but the content and business situation can come from the client's own business reality	
Sales Management	• Senior Account Managers and Sales Managers, or those about to be promoted to Sales Management	• Yes	• Typically 2-3 days interactive workshop • The workshop uses a standardised proven sales framework, but the content and business situation comes from the client's own business reality	

Marketing

Marketing for non-Marketers	• People who do not actually work in Marketing, but who come into contact with marketing functions in various forms (such as R&D, Field Engineers, etc.) and who would benefit from a better understanding of what Marketing is and how to interact with Marketing function to maximise their output • The programme is also suitable as an entry programme for people who have been moved or are moving into a marketing position for the first time in their careers	• Can be partly customised to include reference to the client's products and marketing situation	• Typically a 2 day interactive session	

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'Foundations of Marketing for technology-based businesses'	• This a core programme for building solid foundation of marketing skills for marketing people • Suitable for people with up to 3 years of marketing experience, new hires, and people moving into marketing from other disciplines for the first time	• Can be partly customised to include reference to the client's products and marketing situation	• 'Foundations of Marketing for technology-based businesses' is a comprehensive 2 or 3 day workshop for all those with Marketing Roles. It uses the highly acclaimed Marketing Framework shown alongside, which enables participants to disentangle the mysteries of marketing, and understand that good marketing comes from a structured, comprehensive system and marketing approach, not just random or isolated acts. It helps marketing people focus on identifying customers' needs, and turn technology into a value proposition, thus laying for the foundation for the business to become marketing-led rather than technology-led. Whilst using a common structure and approach, each workshop is tailored to the customers' own needs, and incorporates practical examples from the client's industry and company, to illustrate best practice and aid learning. The workshop delivers many practical tools and is based around real marketing issues that the company and its marketers face • Find out more here	• Can include a standard or the client's own marketing plan template for participants to work on • Typically would include writing a short version of a Marketing Plan
Advanced Marketing:	• This is an advanced programme, suitable for people who already have a solid understanding of marketing, either from their experience, the Foundations of Marketing programme (see above), or elsewhere	• Can be partly customised to include reference to the client's products and marketing situation	• Typically a 3-4 day programme	• Can include a standard or the client's own marketing plan template for participants to work on • Typically would include writing a detailed version of an advanced Marketing Plan, requiring participants to research and study the market situation before the programme
Product Marketing / Product Marketing Management	• This is an advanced programme for Product Marketers /Product Marketing Mangers who have acquired the basics of marketing and are now looking to develop particular expertise in the how to manage products through the PLC	• Yes	• 3 -5 day interactive workshop • The workshop uses a structured approach to help Product Marketers develop and manage their products profitably, but the content and business scenarios can come from the client's business reality	• Can include a standard or the client's own Product Marketing plan template for participants to work on • Typically would include writing a detailed version of an advanced Product Marketing Plan, requiring participants to research and study the market situation before the programme

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Mastering Pricing	• An advanced marketing programme for anyone involved in pricing decisions	• Yes	• 2-3 day interactive workshop which takes participants through all aspects of pricing, including different pricing strategies and options, review of financial impact of pricing decisions, • Participants can bring and work on their own pricing issues and materials, and will draw up pricing strategies and plans during the programme	•
Mastering Marcoms	• An advanced marketing programme for Marcoms personnel as well as anyone who needs to specify, purchase and deploy Marcoms	• Yes	• 3 day interactive workshop which takes participants through all aspects of Marcoms, including Branding, ATL, BTL, Media buying, Managing creative Agencies, Marcoms analytics, etc • Participants can bring and work on their own Marcoms issues and materials, and will draw up Marcoms Plans during the programme	•
Differentiation Masterclass	• Marketing functions, departments and Product Groups who are looking for ways they can differentiate themselves, particularly in standardised, commoditised, or intensely competitive markets • Particularly good for teams / product groups	• Yes	• 3 day interactive workshop customised to address and fight the particular differentiation / commoditisation challenges of a particular product or service. • The workshop uses a structured approach to help Marketing find innovative ways to differentiate their products and services	• The package usually and ideally comprises a pre (research) phase, together with follow-up phase
Marketing Boot Camp	• Marketing teams and departments • Newly-joined marketing people • Existing established, marketing teams	• Yes	• 4½ comprehensive, exhaustive workshop on 'everything which is marketing' • This is a full immersion, intensive training which teaches and drills and perfects marketing knowledge and skills • Perfect for companies which want to 'boost' their marketing capability, and are fed up with learning programmes which only make incremental differences • Participants leave with radically new ways of thinking and behaving, and an energy and appetite to improve their marketing and address the company's marketing issues • Find out more here	• A fully residential , off-site programme, which includes early morning starts and late working • Helps improve team work in marketing functions as well as pure marketing skills

Channel Marketing Management

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Programme	Audience	Customisable	Description	Preparation / Notes
Mastering Channel Marketing Management	• Channel Marketers, and others in Marketing function who have or will have dealing with channel	• Yes	• 3 day interactive workshop providing a comprehensive process and toolkit of all aspects of how to manage a channel for profitable growth • The programme includes examples of channel excellence as it's practiced in other market leaders, together with a comprehensive Channel Marketing Plan which enable Particpants to work on applying the principles and practice to a real business case from their industry	• Very often it's desirable to do some research beforehand, such as a survey of the current status of channel management in the client company, or what perceptions the Channel have about the Brand Owner. • This research can be done by the Consultant or by the participants before they come to the workshop
Strategic Channel Alliance Partnering	• This programmes is suitable for people who manage or are involved with strategic Channel Alliancing or Channel Partnering Programmes	• Yes	• 3 day interactive workshop providing a comprehensive process and toolkit of all aspects of how to manage a Channel Alliance or Channel Partnership for profitable growth • The programme includes examples of channel alliancing excellence as it's practiced by other market leaders, together with a comprehensive Marketing Business Plan which enables participants to work on applying the principles and practice to a real business case from their business	
Dealer Management / Dealer Excellence	• Suitable for all those involved with managing Dealer or Distributor networks	• Yes	• 2 -3 day interactive workshop which lays out a structured proven process to help participants set up and manage Dealers or Distributors • The programme puts particular emphasis on the Account Management aspect, and as such is suitable for ether sales, marketing or support people running dealer / distributor networks • The session is based around the client's business reality and usually includes one or more case studies developed using the client's current business reality • The programme also usually includes some role plays, to help participants understand and negotiate effectively with Dealers / Distributors	• It is recommended to do some field research amongst the Dealer audience before the session, so as to have feedback and data from the dealer's point of view, which can be used in the session
Key Account Development at Dealers/Distributors – Collaborative Account Planning	• Suitable for all those selling to Dealers or Distributors, particularly in those companies who are looking to develop a collaborative Account Planning approach	• Yes	• This programme follows a structured approach to building long-term, profitable and mutually beneficial relationships with Dealers / Distributors • It studies financial and other professional drivers and motivators for the channel, and gives specific tools for analysing, understanding and working with the channel partners	

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			• The session can be adapted to use data and examples from the client's own business reality • The programme also usually includes some role plays, to help participants understand and negotiate effectively with Dealers / Distributors	

Teambuilding / Leadership and Change Management

Leadership in business / teams:	• Suitable for teams of 7-20 people • The teams may be those which are already working well, but need to accelerate and go to the next level of high-performance teams, or can be teams which are more nascent – for example where new departments or functions have been recently formed but where the team is not yet 'welded; together; or after a takeover, merger, or major structural change which leaves the members of the team needing to build a new esprit	• Yes	• Typically 3 modules of 2 days each spread over a 4-6 month period • The modules work through different themes: teambuilding, leadership, leader-management behaviours, etc	• The Modules can include: online surveys of participants' behaviours and characteristics; MBTI analysis; Belbin analysis
Manager or Leader? The Leader-Manager© Programme	• Middle / senior managers in large organisations	• Can be partly customised	• The "Manager or Leader? Leader-Manager© Programme" examines what exactly is the role of a manager and what is the role of a leader. It compares the two and looks for differences, then similarities or common ground. It opens the mind of the manager beyond the classic and rather limited terrain, encouraging the manager to adopt leadership behaviours such as being a strategist, developing a vision, objective setting, being an agent or champion of change, and being passionate and professional about execution. The programme looks at different leadership models, types and behaviours, and then examines some modern business leaders to extract best practice. The workshop gives templates, insights into 'the daily diary of a leader-manager', helps managers identify desirable behaviours and skills, and draw up their own 'Charter' and action plans to become more effective Leader-Managers©.	• This workshop is a 1 or 2 day programme that can be delivered as a stand-alone module or is ideal for inclusion as a session in a larger management development programme. • Find out more here

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'The Manager as Change Agent'	• Middle or senior managers in large organisations	• Can be customised to include different business scenarios	• The "Manager as a Change Agent" workshop challenges managers to become demanders and leaders of change, instigating and implementing successful change in their organisations. In practice, change is exceedingly difficult to initiate and execute, and the huge majority of change programmes fail, typically in the early stages. The workshop uses an internationally renowned 8 Step process for initiating and executing change which increases the likelihood of success. The workshop also explores cultural issues and blockages and explores managers own change readiness – their resistance to or acceptance of change	• This workshop is a 1 or 2 day programme that can be delivered as a stand-alone module or is ideal for inclusion as a session in a larger management development programme • Find out more details here
Business Acumen				
Learning Bursts Business Acumen	• Can be a wide range of potential audiences, including commercial, technical and junior management roles	• No	• This is from the highly acclaimed Learning Bursts© stable which delivers innovative and cost-effective self-directed learning	•
Business Acumen	• Can be a wide range of potential audiences, but typical participants are non-commercial, such as Engineers	• Yes	• 2 day F2F workshop based around the business situation and environment of the client, and using client's data (i.e. figures from the client's P&L) to illustrate business dimension. Find out more here	• Can include some pre-reading of relevant short articles, and can require the participants to work in the evening to do some research on business aspects
Business Presentation skills				
High Impact Business Presentation Skills	• Anyone who has to present to clients (internal or external), management, colleagues, subordinates or other stakeholders	• Yes	• A high impact, dynamic, interactive and highly acclaimed workshop of 1-2 days depending upon client's situation and time constraints • The session is useful for general skills improvement, but is particularly powerful if done during a live project which needs presenting at some stage, so that the participants can work on developing and improving the presentation they will shortly be giving	• Find out more here:
'How to sell your project or	• Anyone who has to present to clients	• Yes	• A high impact, dynamic, interactive and highly	

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