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| <p><u>Workshop Event Location:</u> Manipur Institute of Management Studies, Manipur University, Chanchipur, Manipur-795001, INDIA</p> | <p><u>Date of Event:</u> 01/10/2011 <u>Day:</u> Saturday <u>Timing:</u> 8:30AM-3:30PM</p> |
| <p><u>Seat Availability:</u> 30 seats for public INR 1,000/- [discount for MIMS alumni - INR 500/-] 50 seats for MU students Sponsored by MIMS</p> | |
| <p><u>Target Audience:</u> Business Owners, Entrepreneurs, Any Graduates, Managers</p> | |
| <p><u>Added-Benefits:</u> * You'll be able to join the '<i>Manipur Social and Business Enterprises Network (www.msben.org)</i>' to get access to world class management tips and also share best practices in business operations among enterprises setup/run by Manipur origins globally * Your attendance will enable contributing INR 15,000/- from this workshop earning towards organizing '<i>Inspire Next-Gen 2011</i>' on 9th Oct, Sunday at Moirang"</p> | |
| <p><u>Delivered by:</u> Manipur Institute of Management Studies (MIMS), Manipur University In partnership with Shan Mai Consulting LLP <i>'A strategy consulting firm providing growth strategy design, business improvement, and project management support to Small & Medium Enterprises (SMEs) in India and UK'</i></p> | |

'1-Day Business Surgery Workshop'

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| <p>Session-1: How to check the current health of your business (2hours and 30mins duration)</p> | |
| Who should attend? | (Maximum numbers – 80 persons) Anyone running own business; Managers responsible for business operations |
| Why attend? | If you are feeling unwell, you go to check up with a Medical Doctor to get health advice and accordingly you take medicine/surgery to treat yourself. So, if your business is making a loss or you are unsure of how is the health of your business currently, SHOULD NOT you consider consulting with a BUSINESS DOCTOR to get professional advice? |
| What will you learn at the end? | Ability to sense where your business currently stands by using only simple charts and logical thinking approach |
| Training Method | 15mins – PowerPoint presentation 10mins – Video clips (3 numbers) 30mins – Business case study reviews (3 numbers) 60mins – Group mock business games (8 numbers) 20mins – Q&A Surgery session and 15mins – Break time |
| Pre-requisites | Knowledge of Mathematics and English (up to High School Standard) |

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| <p>Session-2: How to logically plan about your new business (2hours and 30mins duration)</p> | |
| Who should attend? | (Maximum numbers – 80 persons) Anyone who wishes to start own business |
| Why attend? | You got some money (say INR 50,000/- or INR 1,00,000/-) and wants to start a new business (say run a poultry farm, or, a fitness gym, or a dairy farm, or clothing store, etc) to make more money by investing the money you have currently. So, have you thought about consulting a Business Architect just like you consult an Engineering Architect for building your house? |
| What will you learn at the end? | Ability to draft your dream into a clear business plan by using only simple charts and logical thinking approach |
| Training Method | 15mins – PowerPoint presentation 10mins – Video clips (2 numbers) 30mins – Business case study reviews (3 numbers) 60mins – Individual mock business games (3 numbers) 20mins – Q&A Surgery session and 15mins – Break time |
| Pre-requisites | Knowledge of Mathematics and English (up to High School Standard) |

Program Schedule:

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| 08:30 08:45 | Registration on arrival <i>Shanjoy Mairembam and the team will welcome delegates and provide name badges and the delegate pack</i> |
| 08:45 09:00 | Introduction – What you expect and what will be delivered? <i>Attendees will introduce their business backgrounds and put across specific queries (if any) that they wish to get answered during the 1-day workshop program</i> |
| Session-1: How to check the current health of your business (09:00-12:30) | |
| 09:00 09:24 Module-1: Business Model Generation | Video-1: (4mins) |
| | CaseStudy-1: (10mins) |
| | PowerPoint-1: (5mins) Business Model Generation – 9 building blocks of a Business Model <i>How to apply a powerful methodology created by 470 strategy practitioners from 45 countries to map out your business into a simplified business model</i> |
| | Q&A Surgery: (5mins) <i>Learning reviews on the module-1 session Answering any queries from the attendees on the module-1 session</i> |
| 09:24 09:47 Module-2: Enterprise Growth Stages and Challenges | Video-2: (3mins) |
| | CaseStudy-2: (10mins) |
| | PowerPoint-2: (5mins) Enterprise Growth Stages and Challenges <i>Understanding which stage your business is currently in the enterprise growth life cycle and recognizing the potential risks/opportunities likely to be faced by the firm</i> |
| | Q&A Surgery: (5mins) <i>Learning reviews on the module-2 session Answering any queries from the attendees on the module-2 session</i> |
| 09:47 09:52 | Break-Time (5mins) |

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| <p>09:52 10:57</p> <p>Module-3: Business Scenarios Simulation</p> | <p>Mock Business Game (8-CaseNotes Debrief for 8-Groups): (10mins) Business Scenarios Simulation Games</p> <p><i>Workshop attendees will be grouped into 8-Groups and each group will work on a specific business scenario to evaluate how the group will plan and decide the course of action, and justify the business reasoning behind the plan.</i></p> <p><i>Game Case-1: Strategy Scenario – Pricing Strategies Game Case-2: Strategy Scenario – Entering a new market Game Case-3: Strategy Scenario – Growth Strategies Game Case-4: Strategy Scenario – Mergers and Acquisitions Game Case-5: Strategy Scenario – Competitive Response Game Case-6: Operations Scenario – Increasing Sales Game Case-7: Operations Scenario – Reducing Costs Game Case-8: Operations Scenario – Turnarounds</i></p> <hr/> <p>Mock Business Game (8-Groups): Planning (15mins)</p> <p><i>Each group will be provided paper cardboards and whiteboard marker pens to enable draw up their plans on how to provide an appropriate solution to the assigned business scenario</i></p> <hr/> <p>Mock Business Game (8-Groups): Presentation (35mins)</p> <p><i>Each group will nominate a member to present the group plan for audience's review in 4-minutes each. Afterwards, the trainer will provide a 3mins presentation providing the management tools and charts on how to analyze the 8 business scenarios</i></p> <hr/> <p>Q&A Surgery: (5mins)</p> <p><i>Learning reviews on the module-3 session Answering any queries from the attendees on the module-3 session</i></p> |
| <p>10:57 11:07</p> | <p style="text-align: center;">Break-Time (10mins)</p> |
| <p>11:07 12:30</p> <p>Module-4: Business Health Check</p> | <p>Video-3: (3mins)</p> <hr/> <p>CaseStudy-3: (10mins)</p> <hr/> <p>PowerPoint-3: (5mins) Business Health Check – Tools & Charts for Business Support</p> <p><i>Business Complexity Management enables firms to identify and remove value-destructive complexity. Using simple tools & charts for business support to check effectiveness of business processes operating inside the firm periodically will show the company health report</i></p> <hr/> <p>Q&A Surgery: (5mins)</p> <p><i>Learning reviews on the module-4 session Answering any queries from the attendees on the module-4 session</i></p> |
| <p>12:30 13:00</p> | <p style="text-align: center;">Lunch Break (30mins)</p> |

| Session-2: How to logically plan about your new business (13:00-15:30) | |
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| 13:00 13:35 (Module-1: Idea Transformation) | Video-1: (5mins) |
| | CaseStudy-1: (10mins) |
| | CaseStudy-2: (10mins) |
| | PowerPoint-1: (5mins) Idea Transformation <i>Simple tools and techniques will be taught to enable transferring the conceptual idea in mind into a readable and business sensible idea, and also the stages of transforming an idea to a business will be explained</i> |
| | Q&A Surgery: (5mins) <i>Learning reviews on the module-1 session Answering any queries from the attendees on the module-1 session</i> |
| 13:35 13:40 | Break-Time (5mins) |
| 13:40 14:05 (Module-2: IP Protection & Accessing Business Support) | Video-2: (5mins) |
| | CaseStudy-3: (10mins) |
| | PowerPoint-2: (5mins) Intellectual Property (IP) Protection & Accessing Business Support <i>Brief introduction to concepts of Intellectual Property will be provided along with the means to protect ideas from being stolen, and also various business support services necessary to make the business survive through the issues likely encountered during the initial states of business startup will be shared</i> |
| | Q&A Surgery: (5mins) <i>Learning reviews on the module-2 session Answering any queries from the attendees on the module-2 session</i> |
| 14:05 14:15 | Break-Time (10mins) |
| 14:15 15:25 | Mock Business Game (3-CaseNotes Debrief): (20mins) Business Enterprise Development Simulation Games |

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| <p>(Module-3: Business Enterprise Development Simulation)</p> | <p><i>Workshop attendees will be asked to come up with a startup idea and will work on techniques to breakdown the idea into components from a business perspective (esp. with focus on three business scenarios/phases) and transform the idea into an actionable plan, and justify the business reasoning behind the plan.</i></p> <p><i>Game Case-1: Strategy Scenario – Developing a New Product</i> <i>Game Case-2: Strategy Scenario – Industry Analysis</i> <i>Game Case-3: Strategy Scenario – Starting a New Business</i></p> <hr/> <p>Mock Business Game: Planning (20mins)</p> <p><i>Each attendee will be provided paper cardboards and whiteboard marker pens to enable draw up their plans on how to design a logical flow of activities in order to realize their dream project into a business entity</i></p> <hr/> <p>Mock Business Game (3-selected Individual Ideas): Presentation (20mins)</p> <p><i>3 attendees will get the opportunity to present the plan for audience's review in 6-minutes each. Afterwards, the trainer will provide a 2mins presentation providing the management tools and charts on how to analyze the 3 business scenarios</i></p> <hr/> <p>Powerpoint-3: (5mins) Running Business As A Legal Entity</p> <p><i>Brief introduction to the various forms of registering a business and guidelines to run the business from a legal perspective</i></p> <hr/> <p>Q&A Surgery: (5mins)</p> <p><i>Learning reviews on the module-3 session</i> <i>Answering any queries from the attendees on the module-3 session</i></p> |
| <p>15:25 15:30</p> | <p>Workshop Feedback Session (5mins)</p> |

Presenters Profile:

Shan (Shanjoy Mairembam) is the Managing Director of Shan Mai Consulting (www.shanmaiconsulting.com). He works with a range of Small and Medium Enterprises (SMEs) in UK and India in the areas of enterprise growth strategy design, business improvement/optimization, business incubation support and Innovation Management. His recent client list includes some leading Universities in UK and India wherein strategy planning and business development for knowledge/technology transfer projects from University to SMEs are being delivered.

To facilitate strategic and operational understanding within the higher/further education sector and among social/business enterprises, Shan has designed various customized training programs and delivered knowledge management techniques in a compact mode comprising business case study analysis, video clips on business scenarios, PowerPoint presentations, business scenarios games, and Q&A sessions. These training programs are based on the learning experiences of delivering consultancy service to clients' real live projects.

His works range from:

- Identifying areas of business improvement and optimization in Small and Medium Enterprises (SMEs) to reduce non-value-added activities in business operations, and recommending enhanced business process management techniques
- Designing customized training programs in leadership and management skills for business managers and business owners in Small and Medium Enterprises
- Consultancy services in business startup support, business incubation strategy development, grant/bid/project proposal application to funders, and project management expertise

Shan has a bachelor of engineering degree in Electrical and Electronics from Coimbatore Institute of Technology (Tamil Nadu, India), and an MBA from Warwick Business School (Coventry, UK). He has more than 8 years of professional experience in industry (especially, IT/Telecom, Healthcare/Medical Devices, and Higher Education/University). His online LinkedIn profile can be viewed from '<http://www.linkedin.com/in/shanjoymairembam>'. He can be contacted via email ID '[shanjoym \(at\) gmail \(dot\) com](mailto:shanjoym@gmail.com)'.