

# Telecoms & Tech Academy

## TELECOMS MANAGEMENT ESSENTIALS

**Format:**  
Online Academy

**Duration:**  
5 Modules



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# TELECOMS MANAGEMENT ESSENTIALS

## COURSE OVERVIEW

Join thousands of top industry professionals who have already taken the Telecoms Mini MBA challenge – significantly improving their contribution to their own business, as well as greatly benefiting their own career development and path to leadership. Due to popular demand for our flagship product, considered by many to be the “Gold Standard” in Telecoms executive development, we have developed the Telecoms Online Masterclass for the delegate who may not have been able to attend one of our public events or who may have missed out on in-company training due to over subscription.

The online masterclass is a mirror of our face-to-face Telecoms Mini MBA course, and focuses on real business, technology and industry issues. It is designed to give participants a critical understanding of the key competency areas required for organisational and individual success within the modern telecommunications industry. It enables participants to make more informed and commercially viable strategic decisions, or to contribute more effectively to value creation within their own organisation.

## WHAT WILL YOU LEARN

Attending this course will empower you to develop or be able to:

- Discuss with confidence the current and emerging dynamics of the telecommunications market in an holistic manner, highlighting the impact future changes will have in different sectors of the industry
- Contribute more actively to strategic, technology, financial, management and marketing decisions, and in a way that is realistic, well-grounded and commercially aware
- Impact strategic debate and innovation at senior level
- Identify the key fixed, mobile and convergent network technologies/enablers; highlighting limitations, capabilities, implementation options, and business opportunities
- Apply best-practice strategy development techniques and discuss with confidence how specific techniques can be used within the telecoms industry
- Work more effectively with experienced telecoms professionals from different backgrounds to enhance decision-making and strategic customer focus
- More confidently communicate complex ideas to different audiences

## PROGRAMME MODULES

- Strategy/Business Environment
- Technology
- Finance
- Leadership & Change Management
- Marketing & Customer Centricity
- **Business Simulation**

## BUSINESS SIMULATION

The unique business simulation is a framework used to maximise learning - enhancing knowledge, skills and confidence in the core competency areas to break the “silo effect” so prevalent and challenging in the industry. Working in small teams, it offers the opportunity to test ideas in a simulated environment as participants build an overall strategy and develop a commercially viable business plan that considers finance, marketing / customer proposition, technology, people issues, and the overall business environment.

# ONLINE ACADEMY

## WHAT IS AN ONLINE ACADEMY COURSE?

Online Academy is a new online, interactive and engaging education tool designed to maximise learning for professionals with busy schedules and/or small training budgets.

The online academy brings alike professionals together and gives you the opportunity to share ideas and questions via the discussion forum creating your own professional community. Our on-demand feature means the content is available as and when you need it allowing greater flexibility to your professional development and learning.

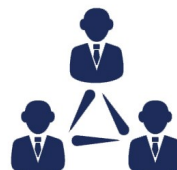
Over 5 weeks participants will learn through:

- 5 modules and a business simulation, split up into multiple bitesize recorded videos
- Revisit the content with unlimited access to all the materials for 2 months
- Access the discussion forum to interact with other students
- Direct contact with the trainer through the forum during the period the course is running
- Additional content such as research materials and white papers available to download

## BENEFITS OF ONLINE ACADEMY



**Boost your resume** – with self-paced learning and advance your career with specialist technical skills.



**Become part of a professional learning community** – discuss any problems with students and the Course Instructor



**Convenience and flexibility** – Learn whenever you want – from the comfort of your home or office



**Cost effective** – save on travel expenses, reduce unproductive down time and no crowded airports



**Enabled for mobile** – make use of downtime with easy bite sized chunks of learning

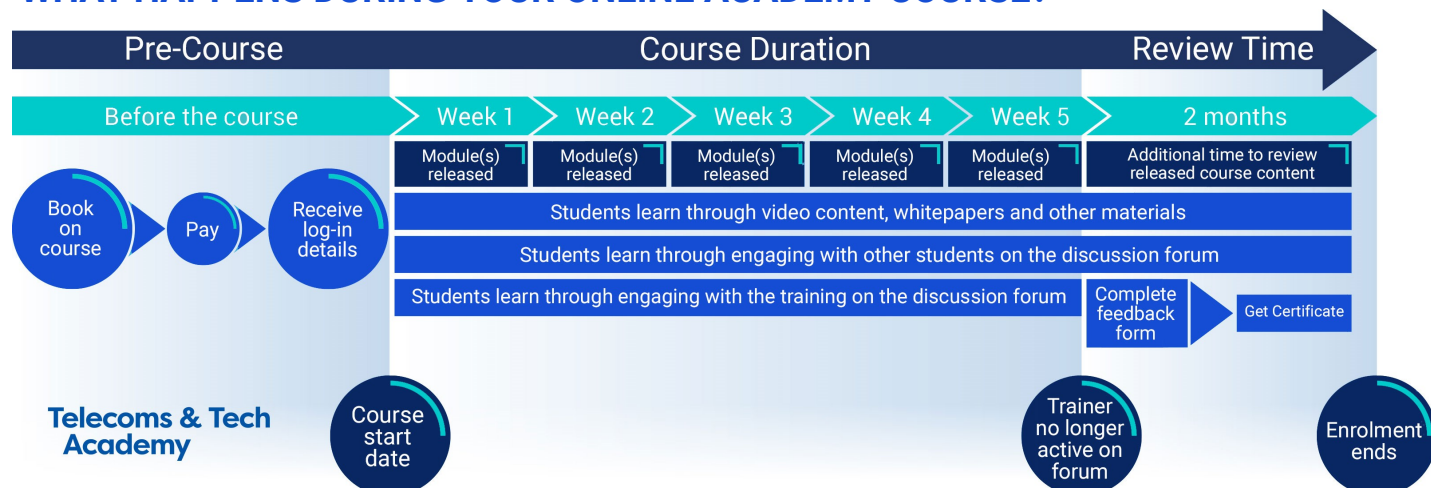


**Grow as a team** – with multiple licenses your team can access the course and learn together, no matter where they are in the world



**Learn and apply right now** – immediately implement what you learn during the course

## WHAT HAPPENS DURING YOUR ONLINE ACADEMY COURSE?



# PROGRAMME MODULES

## STRATEGY / BUSINESS ENVIRONMENT

Up-to-the-minute industry analysis of the industry today which features unique market data from Ovum's team of 150 industry analysts.

- Telecom industry trends & forecasts
- Industry structure & services
- Current and emerging strategies
- Digital transformation strategy

## TECHNOLOGY

Covering existing and emerging technologies, these modules ensure students are better equipped to make confident and commercially grounded technology choices as the organisation evolves.

- Technology evolution & developments
- Network building blocks & support systems
- Network infrastructures

## FINANCE

A rapid, thorough and uncomplicated look at the essential financial techniques used in modern telecoms providing an ideal toolkit for any manager.

- Understanding corporate finance & accounting
- Principle financial accounting documents
- KPIs – Assessing performance
- Cost optimisation

## LEADERSHIP & CHANGE MANAGEMENT

Highly practical interactive sessions offer an opportunity to enhance management and leadership skills, providing a solid foundation to drive change in any organisation.

- Leadership skills & techniques
- Managing change & business relationships
- Implementing plans & maximising performance

## MARKETING & CUSTOMER CENTRICITY

Thought provoking sessions that put the customer proposition sharply in focus. Although the customer offering is at the heart of most topics, these sessions take a more formal look at marketing and customer expectations.

- Marketing & the customer proposition
- Competitive advantage
- Operating in a competitive environment
- Telecom regulation

## BUSINESS SIMULATION

This unique business simulation runs throughout the five weeks, and offers the opportunity to test ideas in a simulated environment.



# COURSE INSTRUCTORS

## MARK NEWMAN

Mark Newman is Telecoms Academy's Senior Telecoms Trainer and Strategist and former Chief Research Officer at Ovum, a global advisory firm covering the telecoms, media and entertainment and IT sectors.

In this role Mark was responsible for managing Ovum's research strategy and deliverables. Ovum has a team of 90 analysts globally covering the telecoms, media and entertainment sectors, all of whom have either a regional or a topic expertise. Key areas of expertise include consumer services, enterprise services, service provider strategy, networks, device and regulation. Ovum's customers include nine of the ten largest telecoms operator groups.

Mark has 20 years of experience in the telecoms sector as a journalist, analyst and commentator. He is a regular speaker and moderator at international conferences in Europe, the Americas and Asia and is often quoted in the global business press. He also conducts regular briefing sessions with operators, vendors, leading banks and accountancy firms on industry trends and developments. Mark contributes a Telecoms Industry Outlook module to Informa Telecoms & Media's Mini-MBA Programme and facilitate several executive level programmes for the academy.

## GRANT VERNON

Grant has been a trainer with the Informa Telecoms Academy for eight years, and is an expert in best practice for leadership, innovation and organisational effectiveness in the telecoms environment. He has delivered training to some of the biggest names in the Industry including Vodafone, MTN, Etisalat, Zain, and Vodacom, as well as other blue chip clients such as Arcelor Mittal, ABSA, Nedbank and Standard Bank, General Motors SA, NPC Cimpor and the South African Revenue Services.

His portfolio includes a range of programmes, many university accredited, including the Telecoms Mini MBA and the Effective Telecoms Strategies – Advanced Business Diploma. Grant has been instrumental in designing customised training programmes for companies who are seeking to develop essential leadership skills amongst their employees.

Grant is an author of three books and 8 DVDs and teacher to whom audiences respond with enthusiasm. He brings a wealth of practical information to his delegates, helping them to develop the techniques and strategies that consistently overcome frustrations, challenges and disorganization. His specialty is facilitating complicated management sessions, helping participants to develop simple, immediately implementable action steps. He has helped thousands through his talks, books and workshops.

## About Telecoms & Tech Academy

Telecoms & Tech Academy, part of Informa Tech is a leading training partner to the telecoms, media and technology (TMT) industries, having trained more than 30,000 professionals and 500 businesses globally.

We were borne out of the telecoms industry and understand the challenges the sector has been facing. Our training portfolio continues to evolve to help address new and emerging skills gaps faced by telecoms & tech businesses.

### Our In-Company Solutions

Expert insight, delivered in a format to suit your needs, to enhance knowledge and drive performance in your team. Our learning & development consultants will work closely with your team to establish your unique business needs and define success measurements.