

# Telecoms & Tech Academy

SCHOOL OF TELECOMS  
& TECH BUSINESS

## COURSE DESCRIPTION

# EFFECTIVE TELECOMS STRATEGIES

ADVANCED BUSINESS DIPLOMA

**Format:**  
Classroom

**Duration:**  
5 Days

**KNect365  
Learning**

an informa business

# PROGRAMME SUMMARY

## HIGHLIGHTS

- **University accredited - and underpinned by rigorous academic references**
- **Current telecoms strategies analysed and critically assessed**
- **Developing new strategies to achieve your KPIs**
- **Using strategy tools to drive results and performance**
- **Gives a laser focus on the critical elements for success**
- **Case studies throughout highlighting best practice**
- **Rigorous, practical, and immediately applicable**
- **Applies strategy at a departmental and functional level**
- **Acclaimed business simulation to test and apply learning**
- **Delivered by KNect365 TMT – the telecoms experts; including Ovum research - with over 100 analysts and a presence on every continent.**

## THE PROGRAMME

The rapidly changing landscape of modern communications presents major challenges for all players in our industry. The commercial environment is very dynamic and highly competitive. This university accredited programme enables managers and leaders to make practical, effective, insightful and smart decisions in this uncertain world.

This demanding and comprehensive programme gives participants the opportunity to undertake solid strategic analysis and critical appraisal of the wider communications industry in order to produce useful and practical plans for the achievement of their corporate goals and personal KPIs. Real life examples and case studies are used throughout, with strategy development tools presented in a way that makes them immediately applicable in complex, real-life situations.

Delivered by experienced facilitators and experts and based on industry data provided by the Informa Telecoms & Media research team, the programme develops a good balance of knowledge and skills - including strategic planning and business analysis, creativity and strategic thinking. It develops competencies in:

- **Developing Effective Strategies**
- **Use of Practical Strategy Tools**
- **The Dynamic Business Environment**
- **Sustainable Competitive Advantage**
- **Finance & Strategy**
- **Risk & Scenario Planning**

The highly interactive programme is structured around practical presentation sessions along with a comprehensive, advanced case study that requires participants to apply and test their practical learning and to develop a commercially successful strategic plan. Real-life examples and case studies are used throughout.

## COMPLETE THE PROGRAMME TO BENEFIT FROM:

- 1) Identify the key sources of strategic value to communications and related organisations
- 2) Analyse the main strategic trends in the converged communications industry - evaluate the impact of these trends on service provider strategic positioning in the broader communications industry
- 3) Use strategic analysis tools to identify successful strategies and tactics to achieve corporate objectives and KPIs
- 4) Assess and critically appraise the use of business models and finance in achieving success
- 5) Set realistic strategic objectives and associated KPIs
- 6) Establish, maximise and improve organisational sustainable competitive advantage
- 7) Identify profitable strategic customer segments and develop a long-term positioning for these customers
- 8) Assess key risks to strategy and develop a range of appropriate responses to these risks
- 9) Communicate complex strategic plans clearly - including overall vision and implementation plan, whilst increasing their contribution to strategic debate at senior level
- 10) Develop innovative and strategic thinking capabilities
- 11) Develop a solid strategic analysis skill set and strategic negotiation and decision-making capabilities

“

“The course has so much depth that it demystified telecoms technology for all to understand”

JN

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# PROGRAMME SUMMARY

| DAY 1                              | DAY 2  | DAY 3  | DAY 4                                      | DAY 5                                   |
|------------------------------------|--|--|--|---|
| <b>STRATEGIC THINKING</b>          | <b>THE MARKET REALITY</b>                                    | <b>IMPLEMENTING THE STRATEGY IN PRACTICE</b> | <b>MAKING IT SUSTAINABLE</b>               | <b>COMMUNICATING THE STRATEGIC PLAN</b> |
| Introduction & Business Simulation | ICT & Digital Media Business Environment & Strategic Outlook | Corporate Culture                            | Creating Sustainable Competitive Advantage | Strategy Preparation                    |
| Lunch                              | Lunch  | Lunch  | Lunch                                      | Lunch                                   |
| Tools for Assessing Strategy       | Business Model Transformation                                | Corporate Leadership                         | Managing Telcos' Strategic Market Position | Strategy Presentation                   |
| Break                              | Break  | Break  | Break                                      | Break                                   |
| Tools for Developing Strategy      | Finance & Strategy Tool                                      | Change Management                            | Risk Management & Scenario Planning        | Award of Funding                        |
| Business Simulation                | Aligning KPIs to Strategy & Finance                          | Tools for KPI Development                    | Business Simulation Preparation            |   |
|                                    | Break  | Break  |  |   |
|                                    | Business Simulation  | Business Simulation                          |  |   |

## DAY 1: STRATEGIC THINKING

Day 1 begins with a thorough briefing of the extensive business simulation that runs throughout the 5-day programme. Day 1 continues with two sessions covering key strategy development and analysis tools. These are immediately applied to the telecoms business simulation and the day concludes with a full team presentation. Tools covered include a thorough Environment Analysis using PESTLE and SWOT, analysis of the commercial environment using Porters 5 Forces, Industry Analysis using Cluster and Strategic Group Analysis.

- Introduction & Business Simulation
- Tools for Assessing Strategy
- Tools for Developing Strategy
- Business Simulation—Round 1

## DAY 2: THE MARKET REALITY

Future direction and strategy starts with the use of finance as a strategy tool. Practical considerations such as financial dashboards and KPIs are considered. Day 2 thoroughly examines the current market reality – focusing on both the current telecoms business environment, the overriding financial environment and development in telecoms business models in our industry.

During the afternoon session, the knowledge and market intelligence of the wider Informa Group are fully utilised. We examine their thorough analysis of telecoms market trends and the implications for our telecoms businesses.

- ICT & Digital Media Business Environment & Strategic Outlook
- Business Model Transformation
- Finance & Strategy Tool
- Aligning KPIs to Strategy & Finance
- Business Simulation—Round 2

## DAY 3: IMPLEMENTING THE STRATEGY IN PRACTICE

Day 3 is all about the practical issues of implementing strategy within real organisations. In many ways the analysis and planning of strategy are the 'easy bit'. Most strategies fail at the implementation stage with implementation issues such as corporate culture, leadership and change management. Team dynamics are explored in-depth along with the role of culture as part of the success formula. The day concludes with the application of these important concepts to the business simulation. Delegates also have time during day 3 to begin work on their personal action plan for use after the programme is completed.

- Corporate Culture
- Corporate Leadership
- Change Management
- Tools for KPI Development
- Business Simulation—Round 3

# PROGRAMME DETAILS

## DAY 4: MAKING IT SUSTAINABLE

In order to sustain competitive advantage, and hence maximise ROI, any strategic business plan must be aligned with a very strong and focused customer proposition. Day 4 begins with a thorough look at competitive strategy and the ways that sustainable competitive advantage can be built and managed.

After lunch the role of risk is thoroughly explored and the various strategies for managing and mitigating the negative aspects of risk investigated. Scenario planning is explored as a strategic tool. These concepts and tools are immediately applied to the business simulation.

- Creating Sustainable Competitive Advantage
- Managing Telcos' Strategic Market Position
- Risk Management and Scenario Planning

## DAY 5: COMMUNICATING THE STRATEGIC PLAN

Day 5 is spent mainly within the business simulation group to fine-tune ideas and prepare for the presentations.

It provides the opportunity to complete the critical appraisal of their evolving telecoms strategies; to develop the Strategic Development Plan and to ensure it incorporates all the elements needed for successful adoption and implementation. The plan is then presented to an executive commission in the afternoon, with expert feedback and peer analysis ensuring that learning and development opportunities are maximised.

- Strategy Preparation
- Strategy Presentation
- Award of Funding

## APPLICATION OF LEARNING & ASSESSMENT

### INTERACTIVE DELIVERY STYLE

Designed to engage and challenge the participant – our trainers engage participants throughout the programme by encouraging debate, interactivity and questions and testing understanding at each stage.

### BUSINESS SIMULATION, ZAMBOZIA

At the core of this programme is an advanced, comprehensive business simulation - the unique Zambozia case study. This exercise runs throughout the five days, requires participants to critically appraise strategic positioning within the wider communications industry, and to build a strategic development plan for an operator in an advanced market.

Working in small teams, delegates explore and evaluate all the major aspects of selecting and articulating a strategy for one of the organisations operating in the competitive market of Zambozia – including strategic leadership issues, strategic analysis of the macro environment, selection of business model and sources of strategic value, ecosystem management, risk management, finance, competitive advantage and the strategic customer approach. A formal team presentation to 'investors' at the end of the programme develops strategic communication skills. Valuable feedback and a critical appraisal is given.

### BEST PRACTICE

Real-life, current best-practice examples of strategy, leadership, marketing, finance and risk management in action from around the world are used throughout the programme to underpin learning. Formal and informal dynamic interaction between delegates themselves and with the facilitators is an inherent part of the course, designed to maximise peer learning and provide opportunities to explore strategy in depth.

### COMPETENCY DEVELOPMENT JOURNAL AND VIRTUAL CAMPUS

Provides on-going competency development and consolidation long after the course ends in order to maximise learning and support. Access to the Virtual Campus ensures valuable support resources are available instantly.

# OUR TRAINING SERVICES

## TELECOMS & TECH ACADEMY STRUCTURE

Our training programmes are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers. The programmes cover a wide range of competency development requirements.

To ensure we meet the training needs of the industry as effectively as possible, we operate three schools:

### School of Telecoms & Tech Business

Business training tailored to the telecoms industry, ranging from the intensive 5-day Telecoms Mini MBA to specialist leadership and marketing training.

### School of Advanced Communication Technologies

Covering a multitude of technologies, these courses range from overviews aimed at non-technical staff to in-depth engineering training.

### Distance Learning

Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand knowledge and build confidence.

## OUR TRAINERS

We only use trainers and programme directors that satisfy the following three criteria:

- Experts in their field
- High level of industry experience
- Expert facilitators and training professionals

All our trainers have undergone a rigorous selection process and are subject to continuous monitoring and evaluation. Each trainer is accredited for specific courses or topic areas. Whether engineers or business experts, all our trainers are required to continue their own development within their specialist areas and to broaden their industry view of trends, best practice and technology.

This is achieved by our on-going work with many tier 1 operators and vendors, and by full exposure to Ovum research and KNet 365 TMT worldwide events.

## UNIVERSITY ACCREDITATION

Some of our programmes have been accredited by the University of Derby Corporate; a UK-based university highly acclaimed in the area of employer engagement. They are at the forefront of the drive to integrate highly focused industry-led training with the academic rigour and quality control of university-based education. Our comprehensive Advanced Telecoms Management Series have been accredited postgraduate level, with our extensive suite of Distance Learning at undergraduate level.

We would be happy to discuss extending accreditation to tailored ATMS or programmes based on our Distance Learning modules. Although accreditation is specific to these programmes, the work we do with the University of Derby enable us to develop and apply best practice across our portfolio.

## CUSTOMISED IN-HOUSE TRAINING

Telecoms & Tech Academy has worked with countless companies to deliver customised training programmes. We take time to understand your requirements - you'll work with our specialist training team to ensure that we deliver your perfect training programme for your business.

A customised training programme from Telecoms & Tech Academy ensures you get a course that precisely matches your organisation's needs, presented by a first-rate training organisation, with access to all the latest industry research and analysis.

## WHY CHOOSE IN-HOUSE TRAINING FROM TELECOMS & TECH ACADEMY?

- Content can be customised to focus on the issues you want – work with us to develop the training course to match the exact needs
- Unique industry research – from Ovum's team of industry leading analysts
- Expert trainers – our team of versatile trainers have the knowledge and experience to deliver a highly effective learning experience
- The most efficient way to train your staff – at the time and location to minimise disruption
- Flexible delivery options – with a range of instructor led, distance learning and virtual classroom formats available you can build a blended solution to maximise training effectiveness over the long term
- Pre and post course assessment – can be included in programmes to measure competencies and check on the required progress

**Contact us to discuss how we can**



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