

Identify and increase “the value”

Background:

Value is used to quantify the worth of anything. Different types of value can be applied to explain various situations. **Value** can also relate to how people feel about something, describing how that is regarded and its importance to the Individual. When presenting yourself / your product / your organization to “your market”, it is essential to identify the market and to have a firsthand knowledge on what should be the value of all these for “your market” to accept. **Therefore understanding the value of you, your product and your organization** and taking it to the required levels are very important before you position and present them in order to thrive in “Your Market” forever.

Objective:

- To learn challenges in management and marketing
- To understand and identify “The Value?”
- To understand the present value of yourself, product and organization
- To be familiar with how to create value for a product, organization and for yourself to meet the requirement of future
- To plan for sustainability of the value analysis process and beat the competition

Program Outcome:

- Participants will be able to understand the and learn the techniques of identifying & increasing the value,
- Participants will be able to learn how to identify the value of a person, product and organization and Increase their values
- Participants will be able to learn how to compete in “the market” by providing more value

Target Audience:

- HR personnel who want to obtain the highest performance levels form respective employees
- Managers, Executives, supervisors who wish to improve the total value of their activities in all areas,
- Entrepreneurs who wish to improve their market share by increasing the value of their products.
- Anyone who wants to improve themselves, their products and their organizations

Methodology:

Presentations
Group assignments
Individual Assignments
Practical work plan

Duration:

08 30 to 16 30 hours

Investment

Rs. 7,500 per person All Inclusive.
Three and above participants - 5% discount
Five and above participants -10% discount

Date

24th May 2018

Venue

Postgraduate Institute of Management,
Lesley Ranagala Mawatha,
Colombo 8

Resource Person



Mr. Linton Fernando
MIIE (USA),
MBA(Sri J.),
Dip.IE, Dip.BM,
EDP (The Netherlands)

Linton has over 30 years of experience at all levels of different organizations and disciplines such as Manufacturing, Business Development, General Management, Organizational Performance Improvement, Human Resource Development and Training & Development work with relevant professional qualifications. He is a certified Environmental Management Consultant.

Program Outline:

- Systems approach to manage organizations
- What is value
- How to identify and increase value
- Analyze the requirements of the market
- Implementation of value increasing process

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Contact Information

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