

Ignite your mind

“Like medicine, knowledge today has an expiry date. Today's entrepreneurs must keep ahead and learn the best practices internationally if they have to deal with new challenges and continue to be a leader in their respective industries. Remember, out of every 10 men who are born in this world, 9 men work for the tenth. So, prepare yourself to be the tenth. This calls for a humble mindset, which is open to learning.”



ARE YOU REALLY RUNNING YOUR BUSINESS, OR SIMPLY RUNNING ?



Leopards can run as fast as 40 miles
(65 kilometers) per hour... What about your Business?

“Crazy People Create History,TM Wise People Normally Read History”

Being addicted to business, I love studying it, running it, as well as, working with people associated with business. I find it a huge, exciting game! A game, I would like to admit, if played well, can mint you money. However, in today's fast-paced crazy business world, hardly anyone has time to go through the top four or five hundred business books that are available on shelf. There are a few who actually spend countless hours surfing thousands of pages of research & studies simply to figure out how can they make the utmost use of it in their own business.

How many business people, do you feel get the opportunity to visit other companies to understand and analyze what they do right and what they do wrong, so that they can implement and adapt those changes in their own companies? Believe me, there are hardly any!

I have traveled to over 30 countries, in order to work with different companies - from tiny tots to established giants. Over the past 30 years, I have had the opportunity to lead significant projects for some of the best and the worst business people imaginable. I have spent years studying, what distinguishes successful companies from big failures. And what I have understood, after years of research and study, is quiet astounding - business is much less complex than we ever thought it to be.

Regardless whether you have two people on the payroll or thousand, it doesn't matter much, the truth remains that the foundation of building a great business empire rests on just a few fundamental principles that are very simple.

My greatest joy has always been teaching businesspeople how to run their businesses better. I have established Businessman Ki Pathshala (BMPS) with the a goal & mission to make it one of the driving forces of my life. I impart what I have learnt and experienced over the past 30 years of my working career. Thus, converting very complex issues with amazingly simple solutions.

Through BMPS, I aim to extend the benefits of my 30+ years of exposure to the crazy business world and armed with an ambition to enable you to understand what it truly takes to build and sustain a successful business.



Keep Alive The Student Within You

SME's and FMB's

A Thought Provoking, Engaging and Captivative tailor made learning programme based on real life strategies for Business Leaders of Small and Medium Enterprises (SME's),Family Managed Business (FMB's) and Ambitious Entrepreneurs



**Mr. Jagdish Joshi addressing the Business Community on
"IT IS YOUR BUSINESS, MAKE IT BIG"
at Shanmukhanand Auditorium.**

At BMPS i make every effort to expand your vision and guide you on the path towards success through my opinions, views, studies, as well as, by showcasing a synthesis of best practices and key strategies of leading organizations across the globe.

At BMPS, we will analyze number of examples to understand what enabled the small and the big companies to climb the ladder of success. Everything you will be exposed to, will be from real life, for I don't believe in exaggerations, fancy theories, or fictions. Gradually, as the fundamentals of making your business big will be revealed to you, you will see that it is not as complicated as people think it is. Every session of BMPS will help you to discover a new and an innovative pattern behind successful companies. It will explain to you how to apply these critical strategies in your organization. Moreover, it will also guide you with lots of examples and workshops ensuring that you execute them effectively, as well as, consistently.

If you are thinking - "Am I eligible for BMPS"? Or "Do I actually need it"? Let me be clear, Businessman Ki Pathshala is for all those who feel the need to enhance their Leadership and Business skills. Each module has been carefully crafted to appeal to all SMEs, FMBs and Ambitious Entrepreneurs . Businessman Ki Pathshala is for all those who are striving for real business success and craving for growth. I am fortunate to have the wisdom and It gives me great happiness to share this gift with those entrepreneurs and leaders struggling for success - one step at a time.

I am sure that you will be amazed by this programme, which is unique and practical tool to enhance your abilities and capabilities.

I hereby, invite you to be a part of Businessman Ki Pathshala.

Happy Learning,

Jagdish Joshi

Author | Management Educator | Business Psychologist

What Can You Expect From Businessman Ki Pathshala?

- Better business results
- An opportunity to learn with other CEOs / Businessmen
- Greater influence over senior colleagues, board and shareholders
- Increased confidence in mobilizing your senior team
- How to apply your hard-core experience to greater effect
- How to create and shape a more effective corporate culture
- How to grow your leadership capabilities and set a stronger example
- How to create a demanding and future oriented working environment
- Enhanced time management skills
- Greater public speaking skills & enhanced confidence levels

Who Should Apply?

- The Chief Executives, Managing Directors, Businessmen & Ambitious Entrepreneurs
- The immediate second line of management who sit at the head of an organization, division or group and who face the challenge of growth and change.
- Individuals who seek inspiration from ideas and have a bias for action.
- Leaders who wish to gain clarity on their own potential and the potential they can extract from their people and their organization.



“Awards”



BUSINESSMAN KI PATHSHALA: THE COURSE COVERAGE

MODULE 1:

THE DNA OF LEADERSHIP STYLE - DETERMINING WHERE YOU WANT TO GO

- Bite 1: Develop a crystal clear vision
- Bite 2: Define your corporate mission and philosophy
- Bite 3: Know your leadership style
- Bite 4: Conduct an annual planning progress report
- Bite 5: Develop a leadership culture
- Bite 6: Adopt a code of ethics
- Bite 7: Lead with passion
- Bite 8: Enhance your Entrepreneurial Spirit

MODULE 2:

LEARN THE ART OF HANDLING YOUR CORE BUSINESS - (DESIGN A STRONG FOUNDATION AND 'MIS' TO EXECUTE)

- Bite 1 :- Situation analysis
- Bite 2 :- Identification of strengths & weakness
- Bite 3 :- Setting direction from the top
- Bite 4 :- Bringing People Together
- Bite 5 :- Focusing On Core Competence
- Bite 6 :- Design Tailor-made Formats And Execution Plans
- Bite 7 :- Searching For Competitive Advantages
- Bite 8 :- Commit Only to attainable and measurable goals
- Bite 9 :- Breaking major objective into smaller goals
- Bite 10:- Commit only to specific actions with responsibilities and assigned completion dates

MODULE 3:

CREATING BUSINESS PLANS & A STRATEGY STAIRCASE

- Bite 1: Why do we need a business plan?
- Bite 2: Understanding the business plan
- Bite 3: What is a business model
- Bite 4: The customer segment & building blocks
- Bite 5: Building an effective growth planning system
- Bite 6: See the future more clearly & visualize
- Bite 7: Difference between business models, business plans, & business strategies

MODULE 4:

THE BALLGAME OF BRANDING

This module offers the basis for all brand knowledge and for integrating branding processes. It explains all the crucial and fundamental roles of brands. It addresses the numerous brand perspectives and functions. Brand management is presented as a holistic and ongoing process comprising economic, psychological and logistical elements.

- Bite 1: The anatomy of brands
- Bite 2: The nature of brands and the brand's beliefs
- Bite 3: Different brand views, brand perceptions and their roles in marketing
- Bite 4: Organisational culture and brands, internal branding
- Bite 5: Characteristics of valuable brands
- Bite 6: Brand differentiation and value addition
- Bite 7: Corporate brands, product brands and Private labels



“Acknowledgements”

“This is currently more than enough that even if we implement 25% it will make a huge change to us.”
– Ankur Parikh (Alfaa UV), Batch 1

“Great!!! Case Studies & Audio Visuals are extremely interesting.”
Gautam Agicha – Jawahar Saw Mills, Batch 2

“I am out of words and the best part is , I am unable to sleep at night after the powerful BMPS session, as I keep recollecting what sir said. In one word “SUPERB”.”
– Harish Manohar (Manohar Steel), Batch 3

“Its been an enriching, priceless learning Journey – brought a real TOP (touch of Pagalpan) in me.”
– Bonnie Ghosh, Batch 3

“Mr. Jagdish Joshi is an atom Bomb. Love it.”
– Shambhav Chauhan (Jade Blue), Batch 3

“It was a tremendous session, Got charged more than Duracell Battery. Amazing electrifying session. Invest in People... Drastic Change in my life. Become more Particular, sincere, disciplined and workaholic... Really appreciate all the sessions I have attended till now. Every session teaches so many new things and thinking process becomes wide as horizon.”
– Shambhav Chauhan (Jade Blue), Batch 3

“Its been mind altering, to say the least. Also uncomfortable!! Its been an excellent experience so far. – Sandeep Ohri (Monarch), Batch 3”

MODULE 5

PRACTICAL AND RESULT ORIENTED APPROACH TOWARDS DISTRIBUTOR AND DEALER NETWORK BUSINESS

Bite 1:- Distributors selection strategy

- a) How to appoint a distributor
- b) Criteria for appointing a distributor
- c) Identification and selection procedure

Bite 2:- Distributor work promotion strategy

- a) Establishing a positive working relationship
- b) Optimum utilization of distributor's resources
- c) Involvement in launching and sales promotion activities

Bite 3:- Evaluation / analysis and working operation

- a) Expectation from relationships of organization to distributors & vice -versa
- b) Evaluating performances of distributors
- c) Distributor meets and conferences

MODULE 6

HOW TO DESIGN STRONG, PRACTICAL AND REALISTIC SALES FORCE MANAGEMENT PROCESS

Bite 1: Learn art of sales force development

Bite 2: Key sales person to key sales player

Bite 3: Key points to inject the necessary enthusiasm in a sales team

Bite 4: Territory structuring and area allocation through PP concept

Bite 5: Make sales wars and not sales calls

Bite 6: Develop the selling game by focusing on number and statistics

MODULE 7

YOUR CUSTOMER, COMPETITORS, COMPETITIVENESS AND YOU

Bite 1: What is a Competition

- a: Does Competition Exist?
- b: Convert Competition into Co-operation

Bite 2: Know your major competitors

Bite 3: Analyze competitors advantage

Bite 4: Allocate resources for optimum goal achievement

Bite 5: Eliminate company created barriers of market

MODULE 8

FOCUSING ON CUSTOMER SERVICE - SERVICE WITH SOUL

Bite 1: Appoint a leader for customer satisfaction

Bite 2: Establish a customer service team

Bite 3: Empower customer service team to drive customer satisfaction

Bite 4: Customer Base : Pleasing the key customers

Bite 5: Constructing a typical value chain

Bite 6: Creating Competitive Advantage

MODULE 9

MOTIVATING ORGANIZATIONAL FOUNDATION AND ENHANCING TEAM SPIRIT THROUGH PERFORMANCE APPRAISAL

Bite 1: How to design and implement a successful Performance Appraisal process

Bite 2: Creating open and positive management culture

Bite 3: Building and strengthening your business culture

Bite 4: Individual coaching and consulting

Bite 5: Action plan for enhancing role efficiency for self and others

Bite 6: Career Planning & Career Mapping

MODULE 10

IMAGE MANAGEMENT

Bite 1: The lifestyle of entrepreneurs

Bite 2: The reality of risk

Bite 3: Being the best v/s. being perceived as the best

Bite 4: Winning the battle- Losing the war

Bite 5: Common mistakes, myths, & misconception of lifestyle entrepreneurs

Bite 6: You & your role model

- DISTRIBUTION OF CERTIFICATES



“THE BUSINESSMAN WITHIN YOU.”

- Businesses have visions. | What is yours?

Businesses have strategies. | What are your goals?

Businesses have competitive advantages. | What are your strengths, talents, and gifts?

Businesses have quarterly and annual reports. | How often do you evaluate yourself?

Businesses have operations divisions. | What are your regular processes and routines?

Businesses have research and development divisions. | How do you innovate and creatively express yourself?

Businesses have human resource divisions. | How well do you develop your talent?

Businesses have partnerships. | Who is supporting you?

Businesses have boards of directors. | Who holds you accountable for your goals?

Businesses position themselves. | How do you want to position yourself?

PROGRAMME FACTS

Duration – 10 Months
Frequency - 1 Full day Session Every Month (10:00 am to 5:30 pm)

Learning Methods

We have incorporated a range of learning methods into the programme: case studies, faculty-led sessions with a great deal of participant discussion, and small group workshops in which participants are able to share their own experiences and learn from one another. Our aim will be to challenge conventional thinking, inspire new ways of looking at the world, and to facilitate learning and its transfer into action.

Registration Process

To ensure a meaningful learning experience for all participants, we have limited Seats (small Groups) available at the Businessman Ki Pathshala. Admission will be on First Come First Basis, so please send in your application early. Applicants are accepted after a careful selection process that aims to ensure that everyone gains the maximum possible benefit from our programme.

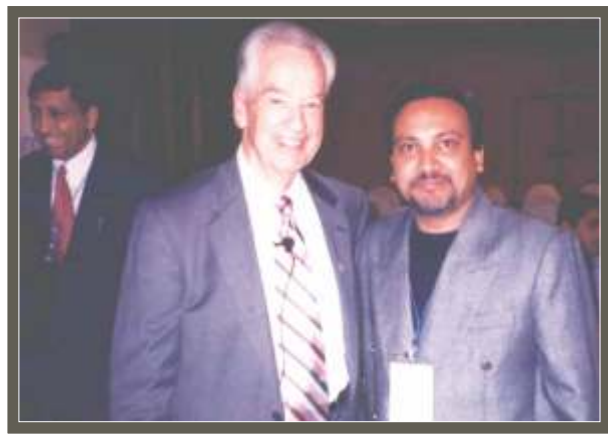
Investment On Learning

The fee for the Businessman Ki Pathshala Programme is INR
+ Applicable Taxes .

The full Payment should be in advance in favor of “**Joshi Management Consultancy**”
Professional fees include mentoring, coaching, course materials along with Lunch and Snacks

Note :- The organisers reserve the right to alter or change the venue / program design without assigning any reason whatsoever





With Most Well Known and thought provoking motivational Expert Zig Ziglar



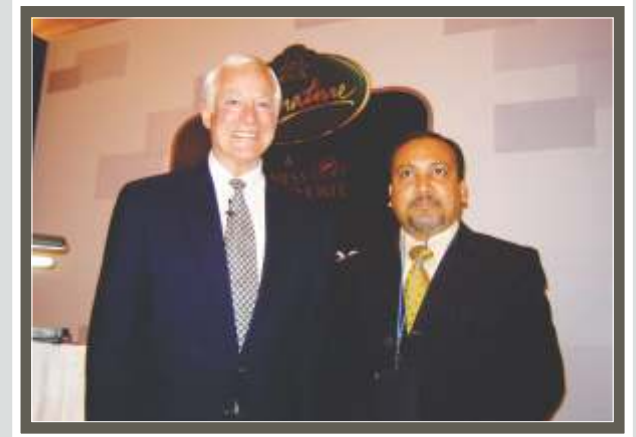
With Inspirational Guru Shiv Khera

GLIMPSE OF JAGDISH JOSHI

- Experience that spans over 30 years in sales, marketing, and HRD disciplines at progressive organizations.
- Founder of Businessman Ki Pathshala (BMPS), a unique learning programme specially designed for Small and Medium Enterprises's (SME's), Family Managed Business's (FMB's) and Ambitious Entrepreneurs.
- Author of Four books on motivation, management & marketing.
- Has traveled extensively to over 30 countries & amassed rich insights, observations, and knowledge that has enriched his expertise in providing management solutions to Indian, as well as, global markets.
- Proven mettle by providing an edge to various brands, whilst managing projects across 240 cities and towns.
- Trained scores of corporate Executives, Entrepreneurs, and Professionals through workshops, seminars, open houses, and management consultancies.
- Turned around the fortunes of many organization by using exclusive and proprietary "toolkits" & modules.
- Interacted with over one million sales and marketing professionals, including Dealers & Distributors.
- Honed professional skills further as a management faculty with AMA (Ahmedabad Management Association) & BMA (Bombay Management Association).
- Armed with a Personnel Management & Industrial Relations degree along with a MBA in marketing from the prestigious Jamnalal Bajaj Institute of Management Studies, he has been highly acclaimed in various management disciplines.



With Jack Trout The Father Of Positioning



With Brain Tracy - Brain Behind Principles Of Successful Selling Worldwide



Joshi Management Consultancy

A / 401, Kedarnath, 4th Floor, Nr. Shailendra Nagar Police Station,
Opp. Gokulanand Hotel, W. E. Highway, Dahisar (E), Mumbai - 400068.

Tel : 91- 22 - 28953815 / 28942881

E-mail : jagdish@jagdishjoshi.com Visit us at : www.jagdishjoshi.com