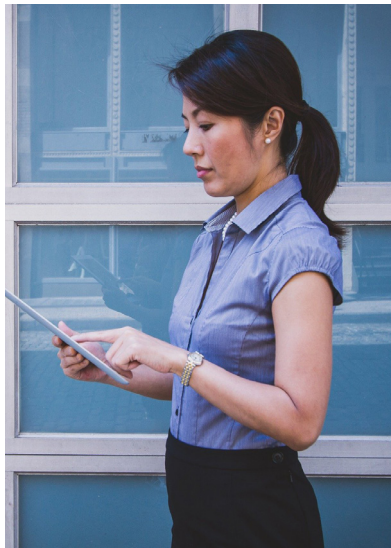
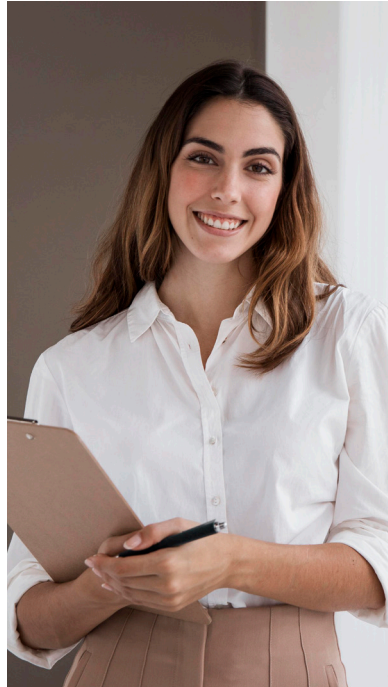


WOMEN MANAGING BUSINESS SERIES

A new 'skills and technology' based approach to enable women to reach their full professional potential.

*Designed and Delivered **by** Ambitious and Dynamic Women **for** Ambitious and Dynamic Women*

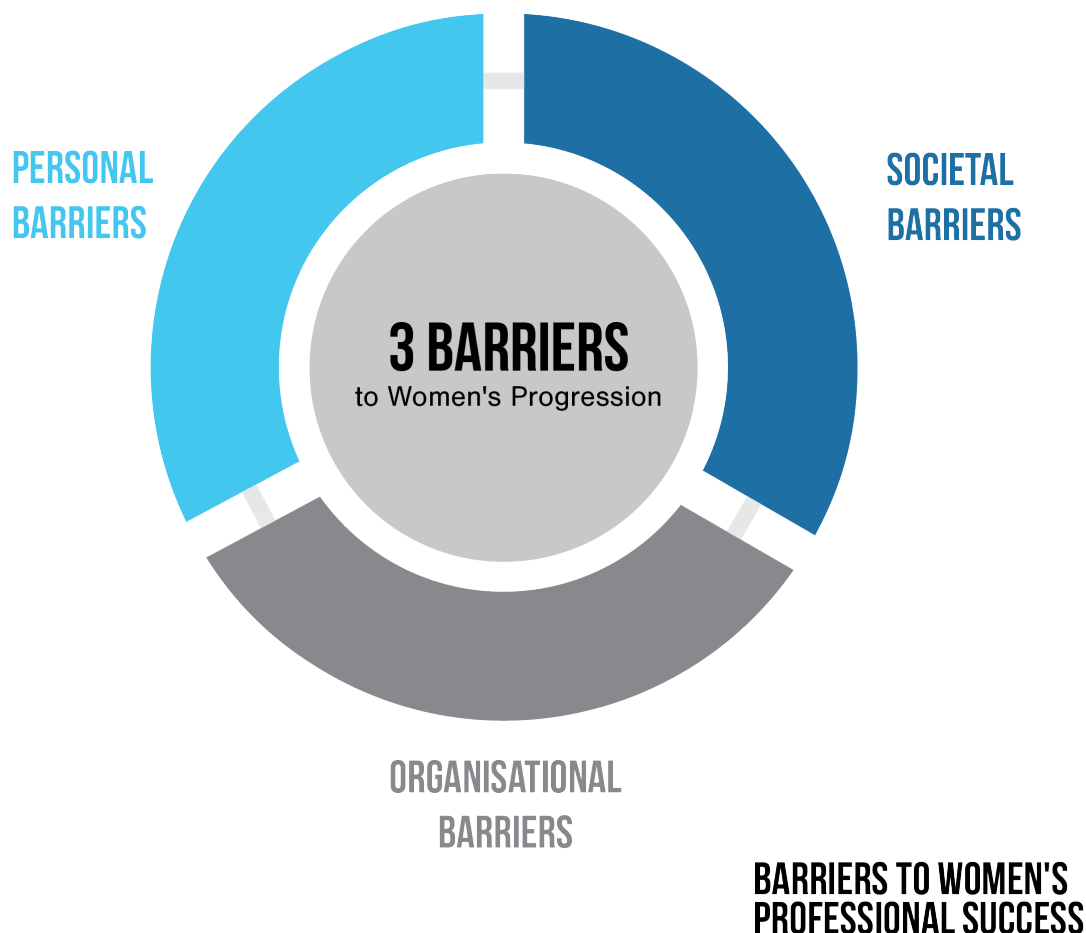




WOMEN MANAGING BUSINESS SERIES

The new Optimum Results' Women Managing Business Series has evolved from our work with Women Business Managers over the past 26 years. 'Designed and Delivered by Ambitious & Dynamic Women for Ambitious & Dynamic Women', these programmes represent a unique and highly effective approach to optimising business and career opportunities for women in all types of businesses across the globe. While the core skills of business management remain constant regardless of gender, extensive research and our experience show that women face specific challenges. This programme is designed specifically to address those barriers so that women can succeed in business. Both programmes in our Women Managing Business series build Management Skills on three fundamental foundations:

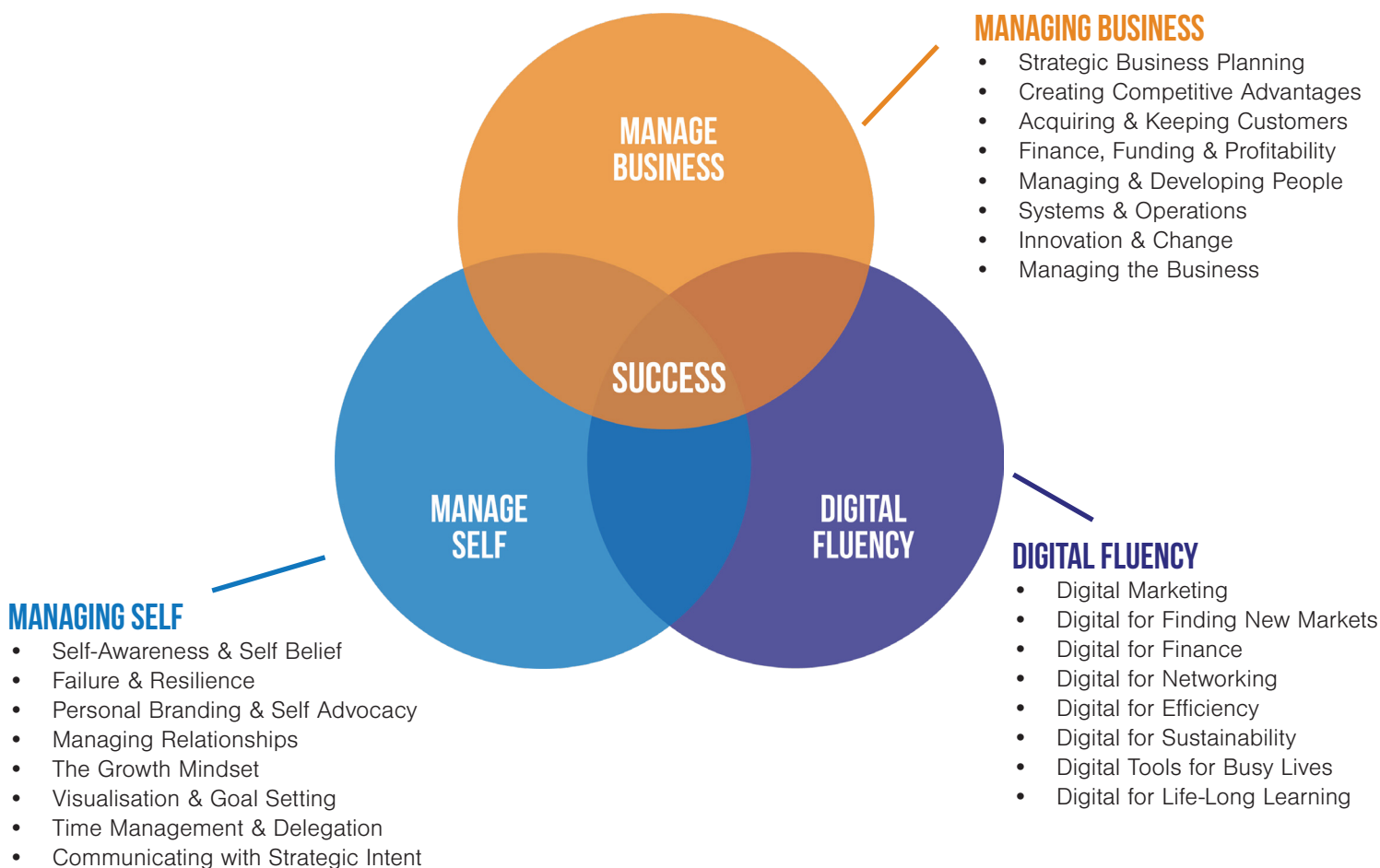
(i) **Managing Self**, (ii) **Managing Business** and (iii) **Digital Fluency**.



A NEW APPROACH TO PROFESSIONAL DEVELOPMENT

This series of training represents a new approach to enabling women to achieve work/life balance - while engaging in a **comprehensive self-development programme**, learners will also discover how leading-edge technology can be utilised to optimise their performance.

How the Program Works



We live in a hugely exciting era for Women in business; the opportunities for remote and flexible working, online networking and collaboration, eLearning and upskilling, eCommerce and digital marketing, access to online investment communities and other “digital disruptors” provide exciting solutions to the problems that Women traditionally face in business.

AMY CLINTON, PROGRAMME DIRECTOR

PROGRAMME FORMAT

The Women in Business Series consists of a choice of two programmes:

The Female Entrepreneur (Early Phase Small Business Management)	Women Managing Growing Businesses (Growth & Development)
<p>Target Audience: Women who wish to start their own business and manage its early phase growth Group Size: Up to 20 participants</p> <p>Programme Structure: 6 X 3 hr live stream, weekly 'Interactive Webinar Workshops' with 10 hours of offline learning and planning.</p> <p>Additional Supports: include reference material, recommended reading, YouTube clips, practical tips and tools, the Programme Workbook which facilitates the conversion of Knowledge into relevant Action plus Personal and Business Planning Templates.</p> <p>Programme Output: A Business and Personal Plan for development and success.</p> <p>(Full specification available)</p>	<p>Target Audience: Women managing an established business which has potential for significant Growth & Development (including exports) Group Size: Up to 15 participants</p> <p>Program Structure: 8 X 3 hr live stream, weekly 'Interactive Webinar Workshops' with 3 X Online AV Mentoring Sessions per Company/ Management Team. To get the best from the program, participants (or team) should allocate at least one additional hour each week to review the training and reference material.</p> <p>Additional Resources: Recommended reading list, video content, practical tips & tools. In addition, a programme specific Workbook facilitates the conversion of Knowledge into Action. A Personal Development Plan and provides a Template for a Strategic Business Growth & Development programme for the business.</p> <p>Program Output: As this programme is classified being an "International Best Practice Programme", participants / company teams who submit a Strategic Plan for Growth & Development of an appropriate standard will be awarded a tri-branded "Advanced Certificate in SME Management Practice" (ETF, Human Resource Excellence and the Business Development Agency) (Full specification available)</p>

Delivery Style, Nature & Methodology

Our Training Webinar Workshops are interactive, participative, engaging and enjoyable with modular content delivered by experienced and qualified subject experts. 3 x hour modules are delivered in 2 x 90 minute blocks with a 15 minute break. Training focuses on building practical skills required by the participants and assist the conversion of Knowledge into Action. Training materials and the programme workbook are of a high standard and are sent to participants in advance of each module. Networking, Peer Support and Collaboration is facilitated and encouraged to continue far beyond the duration of the training and, as with all Optimum Results' training programmes, participants may avail of a "Help Desk" to address any particular challenges or issues. An optional module "The Working Mother's Tool Kit" may be included, and the programme may be adapted to involve appropriate sector expertise.

MEET OUR LEAD TRAINERS

All of Optimum Results' competencies development projects draw on the vast **experience & knowledge** accumulated over the past 26 years. We pride ourselves in not having 'a one size fits all' or 'off the shelf' training programmes and following consultation, every programme is fine-tuned to meet the needs of each Client/Group. We then involve the coordinated endeavours of a team of people including subject & topic experts, training design & andragogy specialists, mentors, the online training & technical team and programme coordination & administration. Amy Clinton is the Team Lead for our new Women Managing Business Series working closely with the Trainers featured below and other members of our team.



Amy Clinton BA (Hons), MIMCA

Amy has worked closely with Optimum Results for many years and now heads up the Company's 'Effective Women Managers and Women's Entrepreneurship' programme in Ireland and overseas markets. Amy has worked with a variety of organisations from large multi-nationals to family-run businesses to attract new talent, grow market share and position brands to attract targeted audiences. As well as her first-class honours degree in Business, Amy holds post graduate qualifications Digital Media and Adult Training & Development. Amy is a qualified trainer for Google Digital Garage.



Emma Harte MA, MBA, MIMCA

Specialist in Women in Roles of Leadership and Management, Emma is the Owner/Director of Customer Perceptions for the past 12 years and is a regular contributor to Optimum Results training projects. The Company has a team of over 8,000 part-time field researchers and provides services for the management teams of numerous leading brands across Retail, Hospitality & Tourism, Aviation, Financial Services and other sectors. Emma has also developed TellUsFirst®, which is a scalable Smart Phone Technology for the International Mystery Shopping Industry.



Krishma Parekh CIPD

Krishma is a Learning and Enablement Lead at Facebook and has extensive experience in the tech industry, having also worked at Hootsuite. She has a passion for Diversity & Inclusion and has worked with a range of organizations on creating strategic Learning initiatives to help staff with their professional development. Krishma holds a BA in Human Geography and is a CIPD professional.



Valerie McConville MBA, CIPD

Valerie McConville has worked in commercial leadership for over fifteen years in various sectors including press, radio, facilities management and business services. She is currently Head of Business Development in Northern Ireland Chamber of Commerce and Industry, responsible for growing membership and driving member engagement through business support activities. Valerie is a member of the Institute of Directors and Women In Business NI and recently mentored on the Chambers Ireland Mentoring Programme for Chief Executives of Chambers of Commerce on the island of Ireland.



Breda McCague QFA

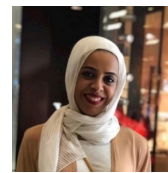
As a Transformational Change specialist in Financial Services for almost 20 years, Breda has driven, embedded and overseen extensive change programmes across a number of large financial institutions in Ireland and the UK. She specialises in Technical, Innovative and Cultural change. Helping individuals and corporates to process and manage through change is second nature to this lady. Additionally Breda coaches individuals, and small and large groups, from a wide range of backgrounds, from the start up community and small business owners, right through to career corporates in large multinationals.



*"We have known and worked with the Optimum Results team since 2013 and we have found them to be **SME Development Experts** delivering excellent training programmes effectively & efficiently"*

Arwa El Baitam, Managing Director

Aurora Consulting, Abu Dhabi, UAE
arwa.baitam@aurora-ae.com



*The Optimum Results' SME Manager's Training Programme was excellent and helped us greatly to **plan our strategy** for growth & profitability, we would love the opportunity to work with the Optimum Results team again"*

Ameera Al Hajri, Managing Director

Laroche Chocolates, Abu Dhabi, UAE
aalhajari@gmail.com



*"We have recently completed a Strategic Business & Finance programme for SME Managers with the Optimum Results Team. Their **practical, experienced and hands-on approach** has helped us enormously in building our Strategic Plan for the next phase of our growth and development. We are very happy to recommend them"*

Therese Malanaphy, Operations Manager

M-Tec Engineering, Swanlanbar, Co Cavan, Ireland
malanaphymachinery@yahoo.com



*"The **Optimum Results team** have been amazing for myself and my business, "my life line". The knowledge, support and confidence they have given me to drive my business forward has been wonderful. They are the best!!"*

Linda Stewart, Director

Mizu Hair and Beauty, River Lane, Townparks, Dundalk, Co. Louth
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All-Star SME Management Skills Development Company

— 2021 —

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