

Course MBT (BPP) - Managing a Business Turnaround

Incentives.

1. For TMA (UK) members & affiliate organisations - 20% Discount on the full price.
2. For non-TMA (UK) members – a year's free membership at the full price.

Link to booking: (Cut 'n 'paste into your browser)

<http://www.bppprofessionaldevelopment.com/financial-services/productdetails.aspx?product=7772&sitting=DEFAULT&location=UK#dates>

All queries please contact either Mark Blayney (07769 686 450) or Ross Tanner at BPP (020 7067 2824)



Venue

The offices of BPP Professional Education in London (See link at the foot of this page for booking details)

Course level

Intermediate with 12 CPD hours

Delegates

This course will be of benefit to bankers, credit analysts, lawyers, accountants and advisers involved in hands on or advisory SME/ mid market turnaround work.

Course content

This **two-day course** provides a thorough review of the subject by **Mark Blayney a former director at TMA (UK)**. It is a practical course working through the turnaround process from problem identification to regrowth of the business.



Learning objectives include developing an understanding of the following:

<u>Business Turnarounds</u> <u>Why do businesses fail?</u>	<u>Strategic analysis</u> ○ PEST
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- The types of business failure
- The decline curve
- The symptoms of decline and spotting the warning signs
- The causes of business failure

Introduction to Business Turnaround

- What are the options for a business in difficulty?
- What is turnaround?
- What are the conditions required for a successful turnaround?
- The phases of a turnaround process
- Role(s) of the turnaround professional
- Insolvency processes
- Application of processes to turnarounds

Stabilising the Finances

Understanding the financial position

- Insolvency (and insolvency options)
- Cash flow forecasting
- Obtaining and keeping funder support
- Understanding security

Managing a cash crisis

- The priorities
- Working capital management
- Obtaining cash elsewhere

Controlling financial performance

- Financial stability
- Profitability and profit bridge
- Financial targets and forecasting

Planning the Turnaround

- 5 Forces
- Ansoff matrix
- USP
- Value chain
- Competitive advantage

Marketing

- Market segmentation
- Customer needs and behaviours
- Price / Product / Promotion / Place
- The sales funnel
- Managing a sales force

Family businesses

- The family perspective
- Family issues

Implementing a Turnaround

Managing change

- Motivating yourself
- Organisational styles
- Assessing management
- Managing people through change
- Terminating

Managing the risks

- Stress
- Pensions
- Shadow directorships
- Directors duties

Course Dates

Location	Dates	Time
London	27 - 28 Oct 2010	9:00 AM - 5:00 PM

Pricing

Cost for BPP PD Members: **£910.00 + VAT: 12 CPD Hours**

(£1140.00 + VAT for non BPP PD Members - Click [here](#) for details of our membership scheme.)

Link to Booking - <http://minervata.com/MBTCourseBPP.aspx>