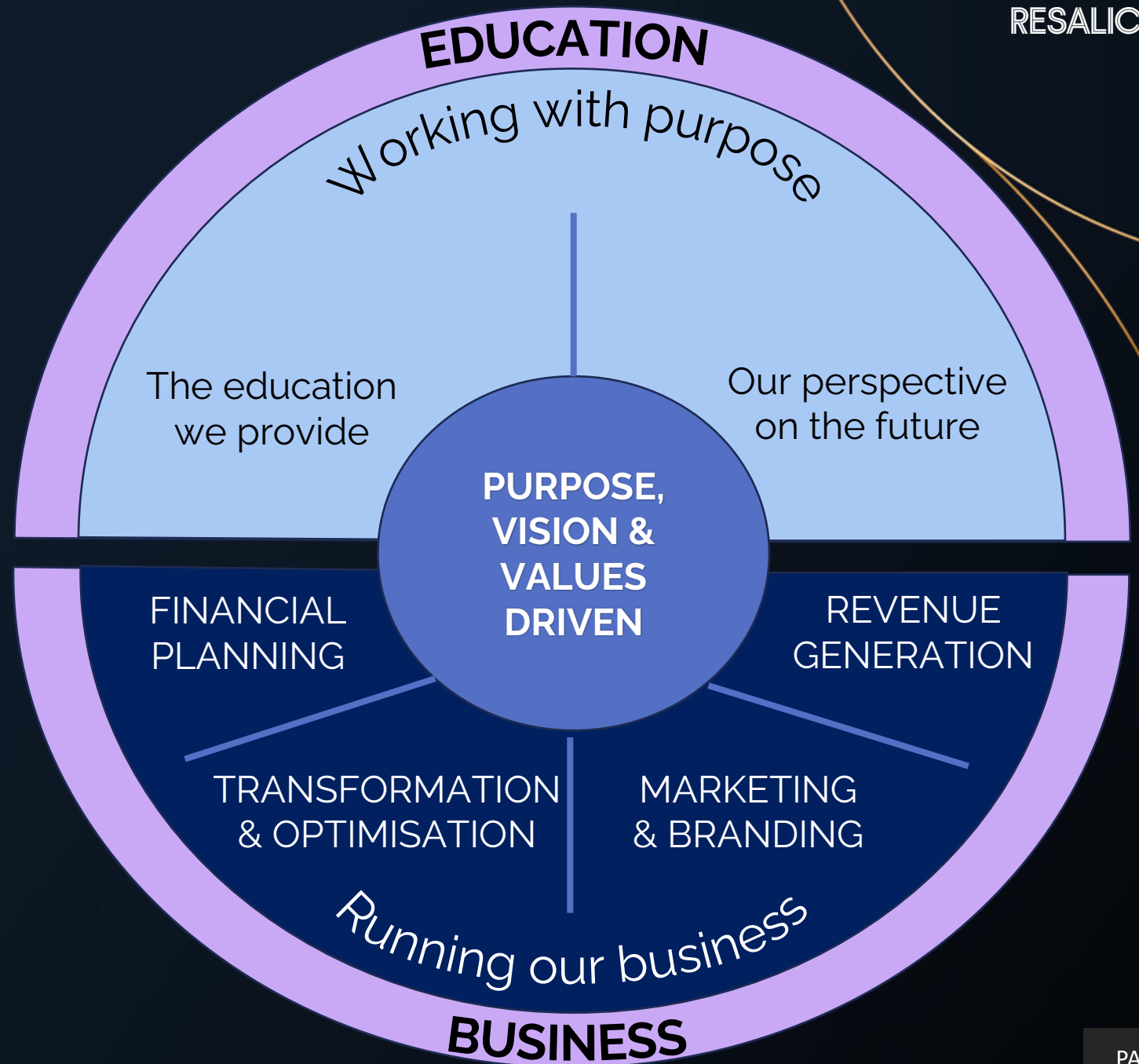


# Business Training Structure

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# Training modules

**Targeted training modules focusing on the business aspects of education.**

by  
RESALICO

## KEY DELIVERABLES

- Clarity & alignment of your school's strategy (the "Why", the "What" and the "How").
- Challenge the status quo.
- Improve the school's business resilience through financial planning and performance management.
- Develop practices to optimise efficiencies.
- Drive growth through revenue generation.
- Value-Add marketing techniques to drive pupil growth and retention.

# Training & Coaching Modules

Module 1: Strategy: Purpose, Vision & Values Driven  
Module 1a: Business Model Reinvention

Module 2: Financial Planning

Module 3: Transformation & Optimisation

Module 4: Revenue Generation

Module 5: Marketing & Branding

## Module 1: Strategy: Purpose, Vision & Values Driven

### The purpose of the school will define its vision.

- **Defining Purpose (the Why): Purpose is a school's "north star".**  
Purpose is the school's reason for existing. It sets out why the school matters, building on its core, differentiating capabilities; articulating the value of the school to wider societal stakeholders.
  - A school successfully engaging with its purpose, is key to the business strategy and operating model.
  - Allows for a purpose-driven workforce, enables improved customer engagement, aligns decision making.
- **Defining Vision (the What):**  
Training to challenge the SLT to work collaboratively to define the future state of the education ecosystem in which the school competes, to define its "winning/resilient" strategy.
- **Values Driven (the How):**  
80% of businesses believe that their values influence relationships and reputation. However, few see the direct link to growth. Can you measure your Return On Values (ROV) ?
  - Business cases: LVMH, Johnson&Johnson, Colgate.

## Module 1a: Business Model Reinvention

**Will your school stand up to the challenges ahead ? (A deliberately provocative and collaborative session).**

- **Why?**
  - >50% of companies on the Fortune 500 in 2003 have either gone bankrupt, been acquired or cease to exist
  - 45% of a Global CEO survey stated that their company will not be viable on 10 years if it sticks to its current path.
- **Acting as a Facilitator for the Governing Body, SLT etc.:**
  - Challenge the school's current education ecosystem
  - Discussion on megatrends: technological change, regulatory volatility, demographic shifts
  - Open discussions on changing customer preferences, competition.
- **Re-consider the Educational Ecosystem**
  - Re-consider the school's own capabilities
  - Re-consider the customer journey
  - Re-consider alignment of tradition and your vision of how your school will look in 5-10 years
- **Ecosystem: Value Proposition** (where should we compete, what are the customer needs, segmentation)
- **Ecosystem: Value Delivery** (differentiation capabilities, technology changes, what future skills will be required ?)
- **Ecosystem: Value Capture** (cost differentiation, cost optimisation, reserve management)

## Module 2: Financial Planning

**The purpose of this module is to hone skills and adapt reporting.**

- **Analysis**

- Review of current management reporting and effectiveness.
- Does it align to needs and strategy ?

- **Balanced Scorecard:**

Providing a comprehensive overview of the school's performance across:

- Financial
- Customer
- Internal Business Processes
- Learning & Growth

- **Budgeting, Forecasting, Cash Management:**

Given the current volatility in pricing, demand and tax, accurate reporting in forecasting and cash management is essential. Training to understand how industry uses different tools to help with this process.

- **Compliance :**

Ensuring your school's reputation through correct management of all compliance data.

- Documentation storage simplification, reporting deadline management, review process procedures.

## Module 3: Transformation & Optimisation

**The purpose of this module is to create efficiencies by implementing projects approved by the Governing Body / SLT.**

- **Analysis**

- Prioritising projects that deliver value to your school (financial / non-financial).
- Align projects to values.

- **Agile methodologies using Scrum:**

Iterative development of projects can be departmental, cross-functional collaboration or school-wide.

- Creating cross-functional teams
- Develop Sprints, Product Backlog, Sprint Backlog, Daily Scrum, Sprint Review, Sprint Retrospective

- **Reporting & Communication**

- Develop reporting tailored for different stakeholders detailing goals, progress and value.

- **School-wide projects**

- Carefully determine the “Product Owner” highlighting importance and “tone-at-the-top”

## Module 4: Revenue Generation

The purpose of this module is to drive growth by creatively analysing all options for revenue generation.

Learn effective strategies to develop new revenue streams and optimise existing ones.

- **Analysis**
  - Current vs Budget vs Long-term objectives.
- **Opportunities:**  
Breakout sessions (depending on audience size)
  - Determine “low-hanging fruit”
  - Innovative ideas
- **Prioritise ideas**
  - Alignment to values and strategy



## Module 5: Marketing & Branding

**The purpose of this module is to effectively facilitate marketing as a value-add tool for your school. This is the basis to create a value-add marketing strategy to promote growth and retention.**

- **School's Identity (Branding)**

- Discussion as to how the school's identity is currently reflected in existing media channels.
- Identify potential gap analysis to your school's purpose and values.

- **Analysis**

- Brand book, brand codes.
- Current marketing campaigns, media plans, media channels and campaign calendars.
- Gap analysis: determine where opportunities are currently missed.

- **Value-Add Marketing:**

Breakout sessions (depending on audience size)

- Creatively consider marketing media channels for value-add growth and retention.
- Holding resolute focus on the school's "Purpose", "Values" and "Strategy".

- **Tools:**

- Brand storytelling, provenance, content marketing, partnerships, community involvement, alumni, wider stakeholder audience,

- **Reporting:**

- Develop simple reporting for quick progress and retrospective analysis.