

Training Offer

RAMSAY
Consulting & Coaching LLC



TRANSFORMATIONAL
& GROUP COACHING

TRANSACTIONAL
COACHING

LEADERSHIP
DEVELOPMENT

Leadership and Performance Foundation Course

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This course is for leaders that want to elevate their performance by being more effective.

Invisible Driving Forces for Leaders

- Explore the limits of learning and the success factors for leaders that are influenced by different forces that color the lenses of how we see things and impact our results and performance and how commitment is a key player.

Increase Impact and Performance by Grounding Assessments

- Learn the difference between assessments and assertions and how they influence the desired actions and outcomes and open the horizon for new possibilities.

Create a New Reality by Declaring a New Future

- Explore how we choose, declare, and create a new future and how this changes the current way of thinking and acting by understanding requests, offers, and promises.

Change the Stance and Leverage Outcomes

- How you show up will change the outcome of your meetings. Uncover how your stance supports the desired result

Decoding Performance Suppressants

- Look at how the team's mood and emotions can be in the way of desired results and how to turn it around for the entire team. How do you move from resentment to ambition?

Boost Performance by Increasing Trust – Bringing it Together

- Explore how trust is built and how it will impact performance. Dive into commitment vs. compliance and accountability.

WHAT'S INCLUDED

- Three weeks of intensive training
- 6x2.5 hours of live instruction (via zoom split into 2 sessions per week)
- 1-hour per week group coaching, reflecting learned material
- Resources, templates, tips, and best practices

Investment 5-10 participants

Business Development, Strategy and Digitalization



All formats targeted at managers in customers oriented functions (sales, business development, marketing, product management, product development, etc.). All formats are delivered in a workshop style where the participants will work on their own cases to apply the learning. Those formats can be offered either in face-to-face classroom training (depending on Covid situation) around the world, as instructor-led virtual formats, or as blended learning programs, combining self-paced learning phases with instructor-led sessions driving the implementation of the learning.

Participants 8 - 20

Business Model Transformation (3 days, 2 trainers)

- Design Thinking
- Business Model Generation
- Creating Customer Focus
- Developing and Transforming Business Models

8-20 participants

Leading the Digital Business Transformation (3 days, 2 trainers)

- The changes that come with digitalization
- Cynefin Model and sense-making
- Leadership in the digital environment
- Management tools for driving digitalization
- Transforming the organization into a digital world

8-20 participants

Leading the Digital Factory

(2 days as a special format for people from manufacturing, 2 trainers)

- The changes that come with digitalization
- Cynefin Model and sense-making
- Leadership in the digital environment
- Management tools for driving digitalization

8-20 participants

Business Development, Strategy and Digitalization



Strategic Management & Business Planning (3 days, 2 trainers)

- Driving business opportunities through a systematic strategy sequence
- Understanding the market environment
- Creating unique selling propositions
- Differentiation in the market place
- Identify Core Competencies as an organization
- Implementing successful businesses
- Blue Ocean Strategy, Generating Value for the customer

18-20 participants

Leading In the Digital Age (1 day, 1 trainer)

- The changes that come with digitalization
- The Stacey Matrix tool
- Understanding digital natives and the change in leadership
- Combining mindset, behavior, skills, and requirements
- Transforming into a digital culture

8-20 participants



All formats are targeted at sales experts, account managers, internal sales

Customer Value Co-Creation (3 days, 2 trainers)

Applying CVCC to real customers and projects of the participants

- Business model design
- Preparing CVCC
- Selecting the right customers & projects
- Convincing the customer
- Conducting joint CVCC workshops

8-20 participants

Sales Fundamentals (2 days, 1 trainer)

Understanding the fundamental structure of sales for a tech company in B2B

- Driving the sales funnel
- Identify opportunities
- Qualify and manage opportunities
- Prepare the customer offer
- Communicate and negotiate the offer

8-20 participants

Account Management - Generating Financial Value (2 days, 2 trainers)

- Financial acumen
- Understanding and reading financial reports
- Deriving sales opportunities out of financial reports
- Creating closer customer proximity
- Generating Value for the customer and us

8-20 participants



LEARNING JOURNEY

All formats are targeted at sales experts, account managers, internal sales

Generate Rapid Customer Intimacy (6 weeks learning path with 2-3 hours learning per week)

- How to gain the necessary customer insight from the data sources available?
- Putting yourself into the customers/management shoes

During the course of this learning workshop, participants will create their own custom monitoring system for their customers.

Including access to the training material for 6 months. Participants 8-20

Procurement and Supply Chain Management



Target group: *Strategic procurement managers, commodity managers, commodity engineers*

Fundamentals of Strategic Procurement (2 days, 1 trainer)

- An introduction into the world of strategic procurement
- Analysis methods
- Creating a procurement strategy
- Using procurement levers
- Implementing and negotiation
- Supplier Management and Relationship management

18-20 participants

Commodity Management (2 days, 1 trainer)

Detailed methods for demand analysis

- Supplier Analysis
- Market Analysis
- Advanced Negotiation Strategies
- Pooling Strategies
- Global Value Sourcing
- E-Procurement

8-20 participants

Early Involvement and Supplier Integration (2 days, 1 trainer)

- How to integrate suppliers early in the process
- How to get involved early in new projects
- Adding value with DtC, Value analysis, and procurement levers

8-20 participants

Procurement and Supply Chain Management

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LEARNING JOURNEY

Target group: Strategic procurement managers, commodity managers, commodity engineers

Supply Chain Management Levels 2 & 3 (12 weeks, 2 trainers)

These are integrated courses over 12 weeks. Blending self paces learning with project-based application of the learning. The content and sequence will be aligned directly with our customers

8-20 participants





Target group: financial controllers in projects Driving projects

Commercial Tasks in Projects (4 days, 2 trainers)

- Driving projects commercially
- Shaping opportunities Go-No Go decision
- Offer calculations and risk management
- Bid-Decisions
- Offer negotiation with the customer
- Execution phase of projects
- Ongoing calculation

8-20 participants

Cash Management and Planning in projects

(a prerequisite for this course is knowledge of Commercial Tasks in Projects) (1 day, 1 trainer)

8-20 participants

Target group: for operational management in the supply chain, no finance background needed.

Asset Management in Operations (2 days, 1 trainer)

Hands-on methods for optimizing.

- inventories
- work in progress
- finished goods
- accounts receivables
- accounts payables

8-20 participants

Financial Expertise



Target group: people from a non-financial background, non-financial functions that want to better understand the core financial concepts.

Finance Demystified (12 weeks learning program)

This is an integrated course over 12 weeks. Blending self-paced learning with project-based application of the learning.

- Annual Reports and Accounting standards
- Understanding Balance Sheets, P&L Statements, and CF statements
- Cost accounting and cost management
- Controlling with KPIs
- Analyzing the financial situation of companies
- Building compelling business plans

8-20 participants