



CYPRUS
INTERNATIONAL
INSTITUTE OF
MANAGEMENT

*Creating **value** for people and
organizations through **learning** and
continuous professional **development**.*

E-
LEARNING

Innovative Strategic Planning for Smaller Enterprises

facilitated by Dr. Paris Cleanthous

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|---------------------------------|--------------------------------|
| Dates: | 13, 20, 27 May and 3 June 2021 |
| Time: | 09:00 – 12:30 |
| Location: | ONLINE |
| Language of Instruction: | English |

Innovative Strategic Planning for Smaller Enterprises

[Addressed only for companies which employ up to 49 employees]

Programme Overview

In this fiercely competitive arena micro and small sized enterprises, cannot remain content in their niches, as their sustainable business success is under attack. The owner-managers of small companies must embark on the journey to transform their firms into entrepreneurial growth-stars.

This practical training will offer a strategic planning toolkit to help entrepreneurially inspired owner-managers – directors to craft an expansionary development plan, building on the growth horizons: boosting their competitiveness in core business activities, exploring new business model and innovation practices and building strategic alliances in the market.

As part of the learning experience, an additional 4-hour consultation will be scheduled for each participating company, allowing customized practice and guidance on the implementation of the strategic development plans.

The programme is recognized by the HRDA - Human Resource Development Authority in Cyprus as Vital Importance, therefore the participation fee is fully subsidized, allowing up to three participants per business entity to attend without cost.

Designed for

Founders, Owners, Managers and Directors of small enterprises (**less than 49 employees**)

Benefits for your organization

- Embark on new phases of growth: to boost your competitiveness by extending and defending core activities; to build and strengthen emerging business; and to create viable future options for their next stage of development as an emerging small giant – group of business ventures
- Track profitably innovation based growth strategies
- Formulate and pursue a strategic business development plan - growth road map

Programme Focus

- The Strategic Planning – Growth Mapping
- Stages of growth - Mastering growth transitions
- Growing the Business
- Ready, Willing and Able to Grow
- The Strategic Growth Planning in Action
- Defining the Key Steps in the Strategic Planning Process
- The Innovation Business Model
- The Strategic Business Growth Planning
- Key Outcomes
- Master the strategic planning process
- Learn how to draw lessons from diagnostic – assessment tools
- Prepare for challenges across the growth cycle
- Discover your organizations' strategic growth capabilities
- Promote permanent innovation culture
- Understand how to evaluate growth options (compatible with your managerial profile)

Note: This programme includes 14 hours e-learning training and a half-day private company consultation.

Trainer

Dr. Paris Cleanthous is an Associate Professor of Marketing and Strategy at the Cyprus International Institute of Management (CIIM). He is also the Director of the MBA and MPSM programmes at CIIM.



Prior to his appointment at CIIM, he was an Assistant Professor of Marketing at New York University's Stern School of Business and a Lecturer at the University of Cyprus. He has also held positions at the International Monetary Fund, KPMG and Korea University.

Dr. Cleanthous received his Bachelor of Science in Economics and Mathematics from the University of Michigan, Ann Arbor. He then continued his studies at Yale University where he received his Master of Arts, Master of Philosophy and Doctor of Philosophy in Economics.

His fields of teaching and research are strategic innovation, marketing strategy, competitive advertising and market research. He has consultancy experience in market research, product innovation, new product targeting, positioning and promotion. He also has consultancy experience in governmental and academic forums.

Participation fees and Registration

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|----------------------------------|----------------|
| Gross Fee (incl. VAT 19%) | €1.820,70 |
| HRDA Subsidy* | €1530,00 |
| Net fee (after subsidy): | €290,70 |

***To be eligible to apply for the HRDA subsidy you need to meet the following criteria:**

- You are working as employee on a full time basis under a company that is registered in the Registrar of Companies in Cyprus
- Both yourself and your company submit the relevant contributions to the Social Insurance and Industrial Training Scheme
- Your participation is invoiced to and paid by the company
- You meet the participant profile of the programme
- Your company submits the respective HRDA application to CIIM

Fees include tuition, educational materials and a certificate of attendance

Special Discounts %

| 10% Discount | 15% Discount |
|---|--|
| <ul style="list-style-type: none"> - Early booking discount for registrations submitted 2 months prior to commencement of the programme. - For 2 registered employees attending from the same organisation. | <ul style="list-style-type: none"> - For CIIM students and Alumni after the subsidy or 25% discount on programmes which are not subsidized by the HRDA. Terms and Conditions apply. - For 3 or more registered employees attending from the same organisation. - For unemployed individuals on the fee before the subsidy and can remit their payment in instalments. Additionally, they will have the opportunity to liaise with CIIMs' Careers Consultant and register their details in the Executive Recruitment Database. Terms and Conditions apply. |

Contact Us

For more information on our open programmes or on our customised learning solutions, please contact: 77 77 24 46, Email: execadmin@ciim.ac.cy