

CHANGING THE GAME™

The Business Transformation | mini-MBA

As organisations tackle disruption in a post-COVID 19 marketplace, the demand for executives and managers who can lead and support successful transformation and change in their company, function or team is rapidly accelerating.

Traditionally, this knowledge and expertise could only be accumulated through extensive and quite specific experience.

Until now.

COURSE DETAILS

LENGTH 6 weeks
COST AUD \$1495
LOCATION Online

- Master the skills and concepts to **transform your company, division or team**
- Learn to **unlock extraordinary value** inside your organisation and level up your career
- Participate as an **individual** or **create a tailored cohort** for your organisation
- Developed by co-authors of the **acclaimed best-selling book** 'Changing the Game' (Wiley)
- Be part of global cohort and join a **vibrant community** of professionals

WHAT IS THE BUSINESS TRANSFORMATION MINI-MBA?

This is the only course of its type available today. A 6-week, 100% online, cohort-based course that brings together global leading practice, and is designed by transformation leaders and change practitioners, not business school academics. So it's practical, real-world and battle-hardened. It's the most actionable business transformation course available today.

WHO SHOULD ATTEND?

Your business context

- Leading or supporting a transformation in your company, function or team.
- Operating in a business undergoing or expected to face significant change and disruption.
- Part of a business that is proactively pivoting towards a new market position.

Your personal context

- You want to proactively manage your career and boost your opportunities.
- You have a blend of analytical, conceptual and critical thinking skills.
- You see 'change' as the new normal for organisations and want to leverage new skills in this area.

WHAT SHOULD I EXPECT FROM THE COURSE?

This course is designed to be immersive, practical, and results-oriented. The course isn't about just listening and reading – it's about doing – and so participants will complete four key exercises, using leading tools and models. Most participants allocate 5-8 hours of quality, productive time, each week to complete materials, activities and exercises.

Participants are free to choose when to allocate their time during each week, however as the course is cohort-based, modules need to be completed before moving into a subsequent week. The only exception to this are the two Live Streams – these are scheduled on a specific day/time in advance of Week 1. However, Live Streams are also recorded and made available on-demand to all participants.

WILL I GET A CERTIFICATION?

The course is designed for you to master new skills that will enable you to level up your career. On successful completion of the course will earn a digital certificate that verifies your participation and recognises your achievement.

HOW MUCH DOES THE COURSE COST?

The fees for the course are AU \$1495, alongside an investment of your time. This investment is a fraction of traditional business school fees, because we've focused on what matters, cut out the padding and the premises.

ARE THERE REFUNDS AND DEFERRALS?

We have a comprehensive refund and deferral policy for all courses before commencement. Once a scheduled course has commenced, placements are non-refundable. See our [Terms of Use](#) for details.

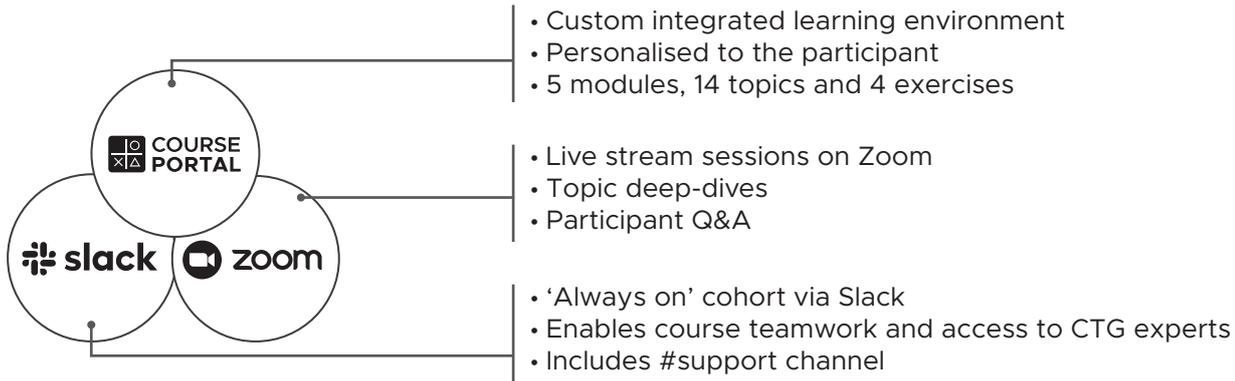
WHAT ARE THE KEY DATES AND DEADLINES?

Cohorts commence on a regular basis. Places are limited, so register at CTGPlaybook.com/all-courses to be notified of openings.

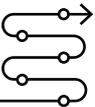
If you have joined the waitlist, we will notify you as soon as a new cohort is released, or when a place becomes available.

The course operates over a 6 week period, which typically starts on Monday in Week 1. Your welcome materials will be available for you as soon as you enrol, and new modules are released weekly.

Courses are delivered in an immersive online environment, with a central course portal, live streams and a connected cohort



Course topics are specifically designed to prepare you for tomorrow, while addressing the challenges faced today

TOPICS	CONTENT
 1 Frame the Opportunity	Welcome Section 1.1 Why companies need to transform 1.2 Five stages in the transformation journey
 2 Take Stock of the Situation	2.1 Diagnosing company performance 2.2 Demonstrating early wins 2.3 Organising for change 📺 Live Stream 1
 3 Create the Mandate	3.1 Understanding the current situation 3.2 Understanding external trends 3.3 Projecting the future based on the status quo
 4 Set Aspirations and Strategy	4.1 Setting an aspiration 4.2 Exploring strategic options 4.3 Determining strategic priorities
 5 Define initiatives, roadmap & organisation	5.1 Developing initiatives and roadmap 5.2 Defining the operating model and organisation 5.3 Consolidating the financial impact of the transformation 📺 Live Stream 2

Feel ready?

Places are limited so register now for the next cohort.

- › Register at CTGPlaybook.com/all-courses
- › For general course enquiries contact enquiries@CTGPlaybook.com