

PRESS RELEASE

Terry Irwin leads MBA masterclass in Doha, Qatar, with workshop on strategic planning

CEOs, board directors and executives from the Middle East and South Africa gather in Qatar for three-day MBA masterclass on strategic planning, marketing and leadership skills.

London, 30 November 2008 – Terry Irwin, CEO of UK based TCii Strategic and Management Consultants, was one of three UK business and management consultants invited to present and facilitate a three-day MBA masterclass in Qatar, entitled “Perfecting the high performance manager”. The 55 attendees came from the Middle East and South Africa, and comprised both local and expat business people from those regions.

The event was organised by VMAC Business Group, a leading provider of business intelligence. It took place at the Ritz-Carlton’s prestigious Sharq Village & Spa, Doha, from 23 to 25 November 2008.

Three subject areas

The training was broken down into three main areas: strategic planning, marketing and leadership skills. It included interactive sessions, an introduction to the latest methodologies, best practices and guidelines, and new problem-solving techniques.

The course aimed to help delegates to:

- acquire a solid, knowledge-based framework for a comprehensive overview of an organisation
- understand the importance of nurturing leadership skills for better management
- gain a general management outlook and a grasp of best practices via efficient business planning
- improve their decision-making capabilities
- discover various management methods and corporate skills.

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Range of departments and industries

Delegates included CEOs, board directors and executives from a range of departments: business development, marketing, sales, HR, project development, IT and operations. The chief target sectors were oil and gas; petrochemicals; chemicals; FMCG; aviation; automotive; logistics and distribution; energy; water distribution; steel; banking; telecommunications; engineering and construction; cans; glass; paper and textiles.

“I was delighted to have the opportunity to contribute to this very valuable MBA masterclass – particularly on the crucial topic of strategic planning,” says Terry Irwin, whose consultancy and training experience includes areas such as board level strategy and business development, management development, change management, post-acquisition integration and international cross-cultural issues.

Strategic foundation

TCii’s Terry Irwin took charge of the first day, which focused on business strategy and thus laid the indispensable foundation for days two and three on marketing and leadership skills respectively. He broke the day down into three sections:

- classic strategic planning
- newly developed “Blue Ocean” strategic planning
- strategic planning implementation.

Terry took pains to emphasise the vital importance of the third element – strategic planning implementation – since on average more than half of all organisational strategic plans, no matter how well thought out and robust, fail due to poor implementation.

After a well planned and stimulating day, the delegates were left with a clear set of guidelines – encapsulated in white papers covering all the material presented – on how to prepare and implement a robust strategy.

Terry’s fellow facilitators on the course were Graham Hollins of Spine Consulting, who specialises in marketing and management training, and Brian McEvoy of McEvoy Consulting, who advises businesses on leadership and change management.

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Background information

TCii Strategic and Management Consultants provides strategic advice and practical support to privately owned companies, and results-driven strategic advice to larger businesses. It has a worldwide client base drawn from numerous industry sectors. TCii also offers expert presentations on a wide range of business topics for conferences and seminars worldwide.

VMAC Business Group is a leading provider of business intelligence whose aim is to deliver cutting-edge business insights for decision makers.

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