



Mini MBA in Management and Leadership with The University of Lincoln

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🌐 www.mypd.co.uk

Dear Delegate,

I am delighted to welcome you to your MyPD training course.

At MyPD, we are passionate about supporting your professional growth. Our courses are carefully designed to be engaging, practical, and relevant, ensuring that you leave equipped with valuable knowledge and skills that you can immediately apply in your role.

Throughout the course, you will have the opportunity to share experiences, collaborate with others, and explore new ideas in a supportive and stimulating environment. Our trainers are dedicated to creating an interactive and enjoyable learning experience, and we encourage you to make the most of your time with us by asking questions, participating fully, and embracing new perspectives.

Whether you are here to build upon existing strengths, tackle new challenges, or simply refresh your skills, we are here to support you every step of the way.

Thank you for choosing MyPD for your professional development.

I wish you every success on your learning journey.

Kind regards,
Reuben Carr
Training Manager



Venue and Travel Information



UNIVERSITY OF
LINCOLN

Venue Webpage: [etc. Venues Marble Arch](#)

Address

etc. venues Marble Arch,
86 Edgware Rd,
London,
W2 2EA

Venue Contact Number: 020 7793 4200

Travel Information: Available via [website](#)

On arrival: Please inform reception that you are part of the MyPD training course, and you will be directed to the correct room

Dress code: Smart casual

Catering: Will be provided throughout the day including lunch and refreshments

Course times: 9:30am - 4:30pm

CONTACT US

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Mini MBA in Management and Leadership with The University of Lincoln



Overview

This course delves into the crucial distinction between leadership and management, equips you with the tools to develop and execute winning strategies, and enhances your financial acumen—no accounting background required. It aims to give you a deep understanding of market segmentation and consumer behaviour, ensuring you're well-prepared to drive your organisation's success.

Learning Outcomes

- Understand the core differences between leadership and management, and how to effectively balance both in a professional context.
- Analyse and apply various leadership theories and approaches, tailoring them to personal and organisational situations.
- Formulate and evaluate strategic plans aimed at achieving sustainable competitive advantage.
- Gain basic financial literacy, including interpreting key financial ratios, budgeting, and assessing financial health through data analysis.
- Understand the role of marketing in identifying, anticipating, and satisfying customer needs, and develop customer-centric marketing strategies.
- Apply concepts of market segmentation and consumer behaviour to create targeted marketing strategies.
- Synthesise knowledge from leadership, strategy, finance, and marketing to present actionable plans for organisational improvement.
- Engage in critical action learning, reflecting on personal leadership and management practices to identify strengths and areas for development.
- Explore options for continued professional growth, including micro credentials and certification opportunities, to enhance career progression.

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Agenda

Day 1	Leadership and Management Exploring the difference between leadership and management. Types of and approaches to leadership and the consequences of leading using different approaches.
Day 2	Strategy The nature and meaning of strategy in terms of seeking to identify where an organisation aims to be in X years' time. The basic process around developing strategy to include some simple strategic analysis and the identification of core types of strategy.
Day 3	Finance An introduction to key elements of financial decision-making. Explore how key financial ratios and decision-making methods can help to inform decision-making. Delegates will not require any prior knowledge and understanding of accounting but will seek to exploit their practical day-to-day engagement with basic costs and revenues.
Day 4	Marketing In introducing marketing, the emphasis will be on the broader definition of marketing as 'identifying, anticipating and satisfying customer requirements profitably' (Chartered Institute of Marketing). The day will explore some basic concepts around types of customer, market segmentation, and consumer behaviour.
Day 5	Reflection Through the Lens of Leadership Delegates will have an opportunity to reflect on topics covered throughout the course while exploring the Mini MBA and other option, the microcredentials, certification etc.

Trainer Profile: Andrew Ashwin



Andrew is an associate lecturer in the International Business School at the University of Lincoln. He spent 20 years in teaching before moving to the University of Bristol as a content developer for an online website for teachers and lecturers in economics and business.

Between 2007 and 2019, he was involved in higher education publishing and was the head of higher and vocational education publishing for a leading international publisher, where he led a team publishing across business, accounting and finance, economics, psychology, management, and strategy.

Andrew has an MBA in International Educational Leadership from the University of Hull and gained a PhD from the University of Leicester researching into the assessment of threshold concepts and troublesome knowledge in economics and business. Part of the research was prompted by his work as an examiner.

Andrew was the chair of examiners for a major UK awarding body and is also a subject specialist consultant in economics for the examinations regulator, Ofqual. He is also a Chartered Educational Assessor.

Your Needs, Your Training. Tailored Solutions for Every Client.

At PDG, we understand that every organisation has unique needs, that's why we offer tailored in-house training solutions to help your team develop the skills and expertise they need to thrive. Our in-house courses are designed to align with your organisation's specific goals, ensuring that your employees gain the knowledge they need in a way that is both relevant and impactful.

Our Process

Consultation

We begin with a comprehensive consultation to understand your audience, review existing challenges, and identify specific problem areas and desired learning outcomes.

Development

Our team develops a tailored training solution, leveraging subject matter expertise to create a proposal that aligns with your organisational objectives.

Proposal

We provide a detailed proposal that outlines the scope, costs, and terms, ensuring transparency and clarity for your decision-making process.

Pre-Delivery Meeting

We conduct a pre-delivery meeting with the trainer or subject matter expert allowing for necessary adjustments to ensure the training meets your expectations.

Delivery

The training is delivered by our qualified facilitators, focusing on engagement and interaction to enhance participant learning and retention.

Evaluation

We carry out a thorough evaluation to assess the effectiveness of the programme and gather feedback, ensuring alignment with your training goals and identifying opportunities for future enhancements.



BOOK A MEETING

to discuss bespoke courses
for your team

Woody Maxey-Graham

Training Partners Manager
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THANK YOU FOR CHOOSING
MYPD FOR YOUR
PROFESSIONAL DEVELOPMENT
WE HOPE TO SEE YOU AGAIN SOON



IN PARTNERSHIP WITH



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