



winmark

**MBA
Certificate**

Contents

- **The Winmark MBA**
- **Masterclasses**
 - Strategic Planning
 - Financial Reporting & Decision Making
 - Modern Marketing Essentials
 - People & Performance
- **Faculty, Timings & Certification**

Winmark MBA

The Winmark MBA is designed to bring Business Leaders and Executives up to date in the key Business competencies of our time.

This will enable them to:

- Develop and implement forward-thinking strategies
- Offer valuable advice and feedback to peers
- Build strong business capabilities
- Stay at the forefront of business developments
- Drive long-term success in today's dynamic corporate landscape

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Strategic Planning



Agenda & Contents

Introduction

Introduction
Stakeholder
Management
SWOT Harvard
Business case
Strategic Planning
Process

Business Models

PESTEL
Porters 5 Forces
McKinsey 7 S's
Porters Value Chain
Analysis

Implementation

Exercises:

Business Model
Canvas

The Machine
Learning Canvas

John Jeffcock – Your Trainer

Introduction



John Jeffcock

MA MBA DipM FCIM MMRS CCMi

T +44 (0) 20 7605 8000

M +44 (0) 7957 831 284

E john.jeffcock@winmarkglobal.com

Education:

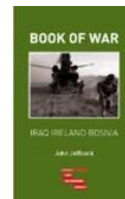
- Stanford EMP & Boston University (US)
- Oxford Brookes (MBA)
- London Business School, Cranfield & Henley
- Royal Holloway (MA)
- RMA (Royal Military Academy) Sandhurst

Career:

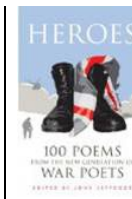
- Chief Executive, Winmark 1996 - Present
- Deputy Chair, The IMPACT Programme 1999 - 2003
- Consultant, ProSource 1995 - 1996
- Captain, Coldstream Guards 1989 – 1994

Other roles:

- Visiting Lecturer - Imperial College (University of London)
- Industrial Fellow – University of East London (UEL)
- Chartered Management Institute - Companions Board (CMI) & Awards
- Governor x2, Charity Trustee x2



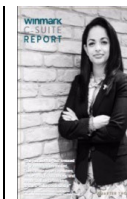
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2009



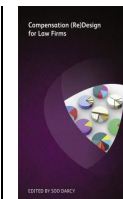
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2011



Editor
2012



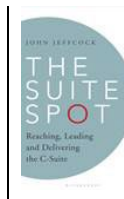
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2016+



Chpt Author
2016



Chpt Author
2019



Author
2022

Financial Reporting & Decision Making



Agenda & Contents

Finance Fundamentals

Profit & Loss
Balance Sheet
Cashflow
How they
Interact

Finance & Reporting

Cash Management
Procurement
Financial Analysis
Reporting
Key Performance
Indicators

Performance & Value

Investment
Appraisal to Create
Value
Using Ratios in
Performance
Management
Your Cost of Capital

The Finance Function

Finance activities
and how they help
you
Understanding the
Finance Perspective
Investor Reporting

Alice Tsang – Your Trainer

Introduction



Alice Tsang

Finance Director (ACMA, CGMA)

Alice is a Finance Director (ACMA, CGMA) who has worked in senior positions for over 30 years in corporate organisations such as Philips Electronics, Hays Specialist Solutions and Assurant Inc.

For the past 5 years, Alice has worked as a Fractional CFO with SME's and Start-ups to advise and support their growth, funding, and M&A ambitions.

Modern Marketing Essentials



Agenda & Contents

Now vs. The Future

What are the most challenging elements right now in your business?

How does your marketing support your business aspirations?

Traditional methodology versus new thinking

Why Being Creatively Different Matters

The need for authenticity & human connection

The importance of mindset & the depth of approach

How to make your brand stand out from the crowd

Future Fit Marketing

Identifying & acknowledging global cultural differences

Elements of campaign governance to consider

Ways to engage the entire business in the marketing message

Summary & action plan

Angie Beeston – Your Trainer



Angie has over 25 years' experience of working with business owners, directors and teams, from entrepreneurs through to global companies. These include; Serco, Sainsbury's, AEG Europe, UBER boat (previously Thames Clipper), SSE Wembley, EventIM Apollo, The O2, Fujitsu, Cytivia, Royal Doulton & Toyota. Having worked with individuals and teams in many different sectors, she has gained experience across all areas of businesses, from manufacturing and operations, through to commercial, marketing and talent teams.

In the 14 years since she founded Evolution 4 Business she has worked with over 600 different companies, as a Mentor, Coach and Trainer, supporting them with Business Mentoring, Executive Coaching and delivering bespoke Leadership & Management programmes (approved by the Institute of Leadership). Angie's approach is to infuse a blend of behavioural excellence and the latest psychometric tools & thinking such as GC Index ©.

Ben Holloway – Your Trainer



Ben is a passionate, digital-first, marketing leader who relishes transforming the customer experience through the technology we use, the culture we adopt, the way we do business and the creativity we employ. These elements are key to Ben's success, with over 15 years working alongside leading brands including Help for Heroes, P&O Cruises, Hildon, Royal Yachting Association & Hippo, to Hitachi Capital & Majestic Wine, to unlock potential - all of which he now harnesses to lead Holloway Consulting.

A Fellow of both the Institute of Leadership and the Chartered Institute of Marketing Ben is skilled in user profiling, customer centricity, building authentic brands and driving loyalty.

People & Performance



Agenda & Contents

Modern HR

Strategy into Action
Traditional vs Modern
Lifecycle Experience
Partnering
Future Trends

Leadership

Leading vs Managing
Attributes of a Brilliant Leader
High Performing Teams
Developing your Leadership Style

Change

Why Managing Change Matters
Prosci ADKAR / Kotters 8-step / Nudge Theory
Change Curve

Personal Development

Mindset Shift
Presence / Exposure
Network Dynamics
Personal Action Plan

Viki Matthews – Your Trainer



FCIPD, DipFM

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viki.Matthews@gmail.com

Career:

- | | |
|--|----------------|
| • Partner, Positive Momentum | 2023 - Present |
| • Executive Director, HR & Communications, Element Six | 2014 - 2023 |
| • Inside Sales Director, Dialight | 2012 - 2013 |
| • VP Human Resources, Oxford Instruments US | 2008 – 2011 |
| • HR Director, Oxford Instruments UK | 2001 – 2007 |

Viki and her husband live in an Oxfordshire village with their two grown up children now successfully launched into the world and becoming (with fingers crossed) useful, contributing members of society. She enjoys reading, is basically a science-fiction/fantasy nerd and is happy revelling in that with nerdish colleagues. With her love of stories, she's very proud to be a Reader Coach for Read Easy, a charity that teaches adults to read.

Viki is an innovative business leader with over 25 years' experience in the manufacturing, hi-tech, engineering world. She's partnered with business leaders in Europe, the US, Asia, and Southern Africa to bring modern, creative, commercially aware, sometimes unconventional, but always business focused HR approaches to the challenges of delivering a business and people strategy in complex multinationals.

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The Winmark MBA Faculty



John Jeffcock
Strategic Planning



Alice Tsang
Financial Reporting &
Decision Making



Angie Beeston
Modern Marketing
Essentials



Ben Holloway
Modern marketing
Essentials



Viki Matthews
People &
Performance

Time & Dates

Winmark MBA Masterclasses are scheduled as 3.5hr half-day sessions, running from 09:00-12:30 GMT

- | | | |
|---|---|---------------------------------------|
| Friday, 24 th January 2025 | - | Strategic Planning |
| Friday, 25 th April 2025 | - | Financial Reporting & Decision Making |
| Wednesday, 18 th June 2025 | - | Modern Marketing Essentials |
| Wednesday, 19 th November 2025 | - | People & Performance |

Pricing (per delegate)

Masterclasses	Members	Non-Members
One	Free of charge	£300
Two	Free of charge	£550
Three (Certificate)	Free of charge	£800
Four (Adv Certificate)	Free of charge	£1,000

“Team pricing and in-company courses are available”

The Overall Offering

Certificate

Awarded on completion of 3 of any of the 4 Masterclasses

Complimentary for Members

All WMBA Masterclasses are free to full Winmark members.

CPD

Each Masterclass is 3.5 CPD points, all four being 14 points

CV

Enhance your CV and LinkedIn profile with the Certificate

Your Academies Contacts

Delivery

John Jeffcock, Chief Executive Officer

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Email: john.jeffcock@winmarkglobal.com

Enquiries

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