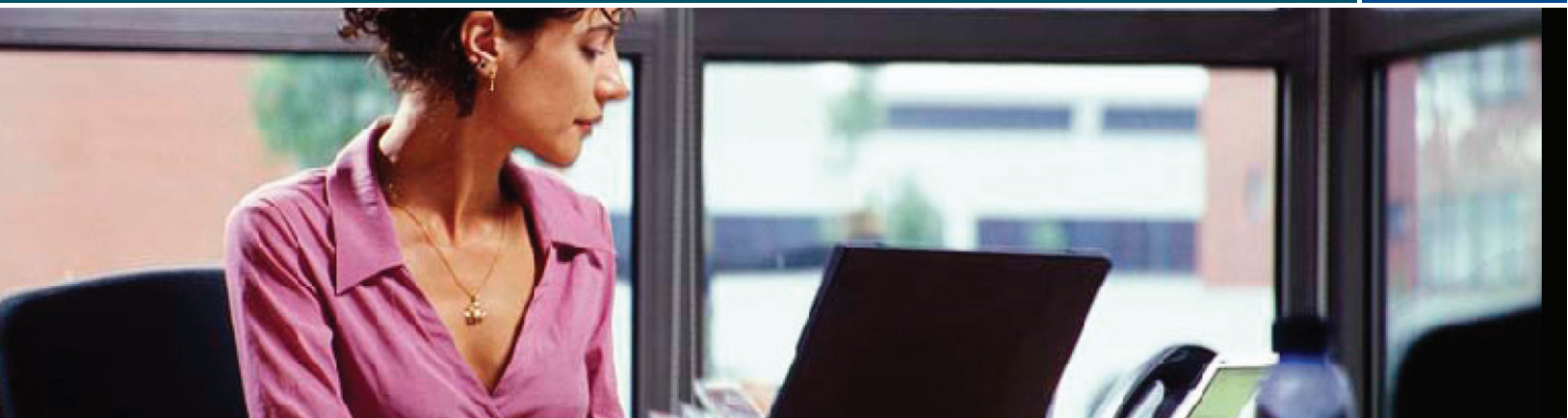# IEXEC ENTERPRISE ESSENTIALS

Workshop Focus:

CONNECT STRATEGY, PROCESS, AND TECHNOLOGY AND TURN TECHNOLOGY INVESTMENTS INTO STRATEGIC ASSETS THAT INCREASE PRODUCTIVITY, REDUCE COSTS, AND CREATE NEW REVENUE SOURCES.

The iExec Enterprise Essentials workshop equips you with the skills and knowledge to transform your business through the strategic use of IT and Internet applications and make a lasting business impact within your enterprise. The workshop consists of leader-led instruction, small group work, on-line learning, and an individual project. Group exercises, case studies, and discussion forums help you apply knowledge learned to real-life situations.

Expected Outcomes

This workshop will help you examine your organization's internal and external situation, identify and prioritize opportunities, and develop business cases to support process improvements using the Internet and IT. Upon completion, you should be able to:

- Describe global trends and impact of the Internet and IT on business
- Explain the business and market drivers using the Internet and IT
- Describe various strategies to increase productivity, efficiency, innovation, and profitability and create a Networked Virtual Organization (NVO)
- Explain the concepts of IT governance
- Assess your organizational readiness and explain the need for readiness planning
- Describe the uses and value of Internet-enabled solutions to improve business processes
- Perform an external and internal situation analysis
- Create an e-vision for success
- Apply the principles of portfolio planning and management
- Identify and prioritize opportunities for process improvement using the Internet and IT
- Describe the importance of change management to the success of your Internet and IT initiative
- Recognize when and how to build a business case

AUDIENCE

This workshop is designed for

- Business and IT leaders in large enterprises responsible for strategy, planning, and implementation
- System integrators and consultants

FACILITATOR AND GUEST SPEAKERS

The workshops are delivered by successful Palestinian entrepreneurs and include multiple presentations by guest speakers who are regional and local entrepreneurs or experts on specific workshop topics.

INSTRUCTION

The total workshop duration is 52 hours and includes facilitated discussions, group exercises, case studies, and online workshop materials.

WORKSHOP MATERIALS

All individuals who participate in the workshop benefit from the specific workshop materials, as well as ongoing access to Cisco Entrepreneur Institute resources, including:

- **Entrepreneur Oasis Website** – *Connecting entrepreneurial people, ideas, and resources.*
- **Cisco eTube** – Hundreds of helpful business videos, case studies, best practices, and more, including video clips of successful entrepreneurs from around the world.
- **Simulations** – Gain business experience risk-free with our business simulations: realistic, fun, and effective learning.

WORKSHOP SCHEDULE

To find out when the next workshop is scheduled, contact AMIDEAST or check the Cisco Entrepreneur Institute link on the AMIDEAST West Bank/Gaza page of the website. Workshop meeting dates and times are flexible to accommodate the needs of people who are already running businesses and those who want to launch new ventures.

FEE

This workshop, materials, and resources were developed by Cisco as part of its corporate social responsibility commitment. All Cisco Entrepreneurship Institute partners, including AMIDEAST, do not profit from the workshops. The fee for attending the workshop is set to cover the costs of providing this workshop. Before each new workshop is launched, workshop fees will be posted on our website.

VENUE

AMIDEAST Training Center, AMIDEAST Training Center in Ramallah/El-Bireh.

All Cisco Entrepreneur Institute workshops were developed by globally recognized experts in business and include media-rich and business relevant content

Cisco Systems, Inc.

Stanford Technology Ventures Program

Entrepreneurship@Cornell

My Own Business, Inc.

Participants in each workshop receive a Cisco Entrepreneur Institute certificate.

AMIDEAST
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