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**thevaluespace™**

**2019/2020**

**Short Professional Programmes**

thevaluespace.com

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**Why thevaluespace?**

* **Save precious time**

No more wasted time looking around for training providers whenever you need a training course.

* **You decide when**

Arrange at a time that suits you and your people.

* **You decide how many programmes – one or many (create your own academy)**

You decide how many short programmes you want in your company and who you want to attend these.Programmes can be combined & further tailored to suit your specific business needs.

* **Train where you want**

Choose your venue, your offices or ours.

* **18 powerful programmes with the latest tools/frameworks and case studies**

Each programme has been carefully chosen with the latest thinking, tools and frameworks to help businesses succeed with critical skill sets for the digital economy.

* **Short 1,2,3-day programme formats**

Choose the 1,2,3-day version for any programme. We provide the latest subject knowledge & insight, case studies, frameworks and tools and include further exercise simulations & assessments.

* **20x powerful industry practitioners**

We are not just course director/trainers...We're also passionate researchers, coaches, analysts, consultants and most importantly, industry practitioners. And that means the powerful insight and advice you'll get on our training programmes will be completely up to date and relevant. Our training faculty carries both a wealth of global industry and coaching experience and have been drawn from many exciting walks of life, they are truly inspirational humans!

* **500+ global customers**

To date over 500 global businesses have trained with thevaluespace across Asia, Europe, Middle East, North America.

* **21x vertical markets**

We have built and customized our training for key vertical markets including, technology & telecoms, financial & insurance services, manufacturing, media, hospitality and tourism, business services, pharmaceuticals and medical, public sector and not-for-profit, energy and utilities, building and construction, transport and logistics.

* **3,000+ delegates trained**

Over 3,000 delegates trained from sales, product management, marketing, strategy and customer experience departments from all over the world.

* **90% average satisfaction scores**

Through our quality content, delivery styles and coaching methods, we are proud to consistently achieve high levels of delegate satisfaction in our programmes.

**Welcome to thevaluespace**

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thevaluespace has delivered public and in-company short programmes and academies across digital, channel, sales, marketing, product management, strategy, customer experience topics to over 500+ organisations, 21 vertical markets, 3,000 delegates across Asia, North America, Europe, Middle East, Africa and the Far East. Delegates have been inspired and motivated by the academy programmes and scoring satisfaction scores of 90%+.

### Delegates who have attended the in-company programmes/academies have substantially improved revenue and profit performance in direct and indirect channels by 200-500%, built faster product introductions to market by reducing average market deployment times by 3-6 months, learnt how to adopt a lean agile product environment, developed powerful national and international channel distribution and alliances, built more powerful product portfolios and value propositions, driven increased digital marketing, sales, customer experience performances with faster revenue conversions by 3-4 months, 20-40% improvement in customer handling times, reduced marketing cost per lead by 50% and made 30-70% savings in overall go to market (sales and marketing) costs and executed a record number of high converting campaigns.

### Clients include; Siemens, Sony, Barclaycard, Etisalat, BT Group, SABIC, EDF, TalkTalk, Vodafone, Legal & General, AIG, CHEP, Prudential, Microsoft, Dell, Sharp, Cambridge University, O2, Avis-Budget, Sage...

Our difference. We are not just course director/trainers...We're also passionate researchers, coaches, analysts, consultants and most importantly, industry practitioners. And that means the powerful insight and advice you'll get on our training programmes will be completely up to date and relevant. Our training faculty carries both a wealth of global industry and coaching experience and have been drawn from many exciting walks of life, they are truly inspirational humans!

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thevaluespace is about delivering a powerful training experience so businesses can reach their true potential in the digital economy. Our carefully selected portfolio of just 18 programmes gives everything today’s businesses require to organise, collaborate and compete. Empowering delegates of all industries to be extremely knowledgeable across the very latest thinking in key areas of marketing, strategy & sales is what sets thevaluespace apart.

The 18 programmes are designed in short 1,2,3-day formats so your people do not spend too much time out of the office. Programmes can be combined together & further tailored to suit your specific business needs. We can deliver our programmes at your offices or any one of our venues.

Our programmes not only share the very latest thinking but also provide a level of tuition that also coaches thereby driving confidence in the individual to practice what they have learnt. Operational learning is key so every business benefits from a solid return on investment.

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We look forward to speaking to you.

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**Dr Gopal Kutwaroo**

**Managing Director, thevaluespace.**

## The 2019/2020 Programmes

(Full programme descriptions can be found thevaluespace.com/programmes)

**POWERFUL VALUE PROPOSITIONS**

**POWERFUL CHANNEL DISTRIBUTION & ALLIANCE STRATEGIES**

**MAKING INNOVATION HAPPEN**

**VALUE-BASED CONSULTATIVE SELLING**

**POWERFUL STORYTELLING & MESSAGING**

**POWERFUL STRATEGIC MARKETING**

**POWERFUL AGILE PRODUCT MANAGEMENT**

**NEW COMPETITION STRATEGIES**

**POWERFUL DIGITAL STRATEGY & CAMPAIGNS**

**DESIGNING POWERFUL CUSTOMER EXPERIENCES**

**POWERFUL KEY ACCOUNT MANAGEMENT**

**POWERFUL MARKET INTELLIGENCE**

**POWERFUL PRICING MANAGEMENT**

**FINDING NEW CUSTOMER MARKETS**

**CREATIVE THINKING & PROBLEM SOLVING**

**BRAND TO DEMAND MARKETING**

**POWERFUL CHANGE MANAGEMENT**

**POWERFUL MARKETING COMMUNICATIONS**