

# 5-Day Mini MBA for the Chemical Industry





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## Getting ready to move into a commercial or senior position within the Chemical Industry?

The chemical industry is increasingly faced with new competition, stricter regulations, and stakeholder pressure around societal and environmental issues.

### As a manager,

- how do you respond to these challenges?
- What skills and competencies you need to face and respond quickly to the ever-changing business environment?

Get all the business and management skills you need to succeed in making your next step in your career!

The 5-Day Mini MBA for the Chemical Industry is an intensive chemical training course focused on hands-on learning where you will practise everything you learn. Our senior associates come from the business world and understand your challenges. They will make sure that you get instant feedback on your progress and will guide you to find effective solutions.

### Your immediate takeaway:

- Get a general overview of strategy, people management, leadership, product development, marketing, sales, finance and supply chain in the Chemical Industry
- Understand the particularities and business logic(s) of the Chemical Industry
- Use your knowledge to analyse and make commercial decisions confidently

After participating in this programme, you will have a better management overview of the Chemical Industry. You will be able to face disruption in your industry, and perhaps create it, and you will know how to maximise your successful contribution in the organization.

### Who should attend?

If you have been working for the last 5 years or more in the Chemical Industry, most likely in technical, scientific or specific roles, and now you are moving into a commercial or management position, this programme is right for you.

**“It is a perfect possibility to connect with people from different industries, who are dealing with the same issues.”**

*Agata Kulik, Product Manager Special Salts, Jungbunzlauer Ladenburg GmbH, Germany*



# How you will benefit

## How will you benefit?

After participating in this programme, **you will grow your management and business skills & competencies and be able to:**

- Understand how the different parts of the business come together and what role you can play in the organization
- Translate the changes in the chemical industrial environment into more competitive strategies for a sustainable growth
- Develop insights into how managers in the chemical industry can effectively lead people and align teams to implement the new strategy
- Become an active contributor in this change process for your own company
- Gain more insight in how to develop a sharper strategy definition
- Understand the importance of the financial aspects in your company
- Increase your business know-how with the best management methods and tools for your current and future career
- Make better business decisions and improved contribution to your organization
- Implement the new strategic goals from your top management faster and more effectively
- Understand the importance of innovative management and leadership as crucial element for competitive growth

### During the programme you will:

- Network and learn with a diverse group of peers from different industries and countries in an international environment
- Develop a personal action plan to implement back at work
- Learn and practise new skills using real-business-world examples and exercises over 5 interactive days

## Why participate in an MCE programme?

### TOP PROGRAMME

Almost 400,000 participants have taken part in an MCE Open Training Programme.

### PRACTICAL

Pragmatic approach to learning - learn today, apply tomorrow.

### FACILITATORS

MCE's Faculty are experts in their field with extensive international corporate business experience.

### INTERNATIONAL

Share international best practices and network with peers from across EMEA region.

### RECOGNISED

MCE is the leading International Management Development provider in Europe, Middle East and Africa.

### RECOMMENDED

95% of our clients would come back for another programme and recommend MCE.



# What will you learn and practise?

The 5-Day Mini MBA for the Chemical Industry is a hands-on training programme, highly interactive with exercises and role plays. The programme will be led by an experienced facilitator with former management experience in international companies.

## Day 1: Global Mega Trends and Strategy Execution

- Evolution of the Chemical Industry and major global trends
- Mergers and acquisitions and control of industries by financial groups
- Sustainability and Circular Economy as new potential innovation drivers
- Building the "Strategy House": the MCE Strategy Execution model
- Implementation and alignment of organizations to new strategies and business models

## Day 2: Inspired Leadership, Marketing & Sales Excellence

- Management versus leadership
- Leadership styles and you as a leader
- Leading multi-national and multi-cultural teams
- Leading Joint ventures, Alliances, Post-merger integration
- Change management: Leadership in a changing environment
- Organizational structures: Matrix, Business Unit, Divisions, Global, Regional, Local and combinations
- Understanding and meeting customer needs: Building the Customer Value Proposition
- Product market positioning
- Value-based pricing
- Managing Sales portfolio and the sales funnel
- Customer centricity: Alignment with Multi-Functional account teams

## Day 3: Operational Excellence and Compliance

- Operational excellence in chemical manufacturing
- Selecting and implementing the right KPIs
- Portfolio management and product mix optimization: Implications for commodity and specialty chemicals
- Strategic sourcing options
- Procurement and Logistics
- Implementing a high efficiency supply chain system to support your product/service mix
- Regulatory Compliance: Basic testing requirement, REACH, compliance with other chemical regulations

## Day 4: Financial Management and Control


- Accounting and finance
- Financial statements
- Analytical tools for financial performance: Selecting and implementing financial KPIs
- Investment and projects appraisals
- Costing and pricing methods
- Financial planning
- Budgets as management tool

## Day 5: Financial Management and Case Study presentation

- Financial risk management and control: market, customer credit, currency
- Regulatory requirements and compliance
- Presentation and discussing of the business case by the participants.
- Conclusion and recommendations by the Senior Associate

## Booking details

 **Duration** 5 Days

 **Price** €3,950



**ALSO AVAILABLE AS AN  
IN-COMPANY PROGRAMME**

## Register Now

 **+32 (0)2 543 21 20**

 **registration@mce.eu**

 **www.mce.eu**