

ASEF LEADERSHIP CAPACITY TRAINING 22-23 March 2016 DHAKA, BANGLADESH ENTREPRENEURSHIP

PROGRAMME

09:00 – 09:15	Registration of Participants at Venue	North South University (NSU)
09:15 – 9:25	Welcome Remarks	MFA Representative (tba)
09:25 – 9:35	Remarks by Partner	NSU Representative (tba)
09:35 – 09:55	ASEM/ASEF Roadmap ASEF's active commitment in the sphere of Leadership, Entrepreneurship and Youth Employment	Ms Nathalie SAJDA Project Executive Education Department Asia-Europe Foundation (ASEF)
	Introduction Trainer introduction and the agenda overview	Ms Saskia JUNG Senior Consultant Paia Consulting (Singapore) Mr Josef MULLER Executive Director Junior Achievement (Hungary) Ms Tasmia HOQUE Tanjib Alam & Associates (Bangladesh)
	Warm Up – Wake Up	Elevator pitch
	Stakeholder Mapping Who are my stakeholders, why are they important?	<u>Learning Objective</u> Who has not heard the warning “Starting your own business? That’s risky!” But there is no life without risks – it’s all about knowing and managing them. To grow a successful business, you don’t only depend on your own great business idea. Stakeholder Mapping will help you to identify key groups you need to work with by a systematic analysis, taking into account how much influence they (might) have on your business. The goal is to turn risks into opportunities – and potential foes into strong allies <u>Exercises/Application of Tools</u> <ul style="list-style-type: none"> ○ Risk analysis / SWOT Analysis ○ Stakeholder Mapping
11:00 – 11:20	Tea/coffee break	

	Internal Stakeholders	<p><u>Internal Stakeholders 1: Management Team</u></p> <ul style="list-style-type: none"> ○ Strategic planning with the help of a PDCA Management approach, because you want to drive and not be driven the use of benchmarking and gap analysis to know your strengths and weaknesses ○ Materiality Assessment and selection of KPIs to identify on what you should concentrate your efforts ○ Data management and target setting, Evaluation, to track your data and drive performance improvements <p><u>Exercises/Application of Tools</u></p> <ul style="list-style-type: none"> ○ Plan-Do-Check-Adjust Management Cycle ○ SMART targets ○ Materiality Assessment and KPI selection
12:30 – 13:30	Lunch	
	Internal Stakeholders	<p><u>Internal Stakeholders 2: Staff</u></p> <p>Leadership including team building, labor-management relations, anti discrimination</p>
	External Stakeholders	<p><u>External Stakeholders 1: Investors</u></p> <ul style="list-style-type: none"> ○ Policies and structures for good governance structures, so that investors can trust you use their money for high return on investment that withstand audit checks, reduce risk of corruption and business discontinuity ○ Economic indicators to show your business success <p><u>Exercises/Application of Tools</u></p> <ul style="list-style-type: none"> ○ Governance and Economic KPIs
	External Stakeholders	<p><u>External Stakeholders 2: Customers & business partners/suppliers</u></p> <ul style="list-style-type: none"> ○ What else than cheap products/services at good quality do my customers want, and do I want from my business partners? Understanding your supply- and value chain helps you in pitching as well as supplier management <p><u>Exercises/Application of Tools</u></p> <ul style="list-style-type: none"> ○ How to create lasting relationships
	External Stakeholders	<p><u>External Stakeholders 3: Local community, Regulators and others</u></p> <ul style="list-style-type: none"> ○ Understand regulators' expectations, compliance, license to operate ○ To keep your license to operate and build your business reputation, let the community know how you take your Corporate (Social) Responsibility seriously. Social Return on Investment calculations can clarify your contribution to society. <p><u>Exercises/Application of Tools</u></p> <ul style="list-style-type: none"> ○ Compliance and Social Indicators
15:30 – 15:50	Tea/coffee break	
	Stakeholder Engagement	<p><u>Stakeholder Engagement</u></p> <ul style="list-style-type: none"> ○ Many stakeholder expectations and many potential ways how to satisfy them – now it's time you develop your own stakeholder engagement plan. It clarifies with whom you engage, at what intensity, and in what form, being aware of your limited resources. <p><u>Exercises/Application of Tools</u></p> <ul style="list-style-type: none"> ○ Stakeholder Engagement Plan
	Reporting	<p><u>Reporting</u></p> <ul style="list-style-type: none"> ○ Reporting is the basis for your communication with stakeholders. To make it efficient and effective, learn what makes a good report. <p><u>Exercises/Application of Tools</u></p> <ul style="list-style-type: none"> ○ Review of reports

Finish at 18:00

Evaluation +
Opportunities for
Engagement

Ms Nathalie SAJDA
Project Executive
Education Department
Asia-Europe Foundation (ASEF)

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