

# Course Overview



In today's saturated markets, businesses need to evolve to ensure that they're always meeting the needs of their customers. In this module, you will be given the tools to assess the landscape that your business operates in, I show you how you will be able to:

- Listening to your Employees
- Understanding your Customers' needs
- Knowing where you are in the market environment

Honeybees' basic strategy is to maximise return over a broad geographic area and extended time horizon. Bees have to assess their environment at all times and be prepared to adapt depending on the weather conditions, the time of the year, the type of flowers and the competition for nectar with birds and other insects.

***By the end of the module you will be able to develop your employees, understand your customers' needs, and continually innovate to keep up with today's market demand.***

## **Time:**

Presentation and PowerPoint 40 mins

Exercises 5 hours

## **Downloadable Templates:**

- Full Slides
- Employee satisfaction surveys
- Personality test
- Customer needs survey
- SWOT analysis template
- PESTEL template