

An MGA Training Programme

# MBA ESSENTIALS

Learn How To Effectively Lead An Enterprise, Starting with its Competitive Position and Marketing Execution. Get Versed in Leadership Techniques, Operational Management and on How to Understand and Manage Financials

## PROGRAMME DESCRIPTION

This two-day program seeks to equip its participants with a practical knowledge of the fundamental building blocks of an MBA education. The participants will get a clear understanding of the concepts needed to lead a successful commercial enterprise, and practical examples of their application.

The course will guide participants in understanding and describing their business' competitive value proposition and its target market. They will learn how their brand fits their business model and how to apply the marketing techniques to compete effectively.

The program will then give participants the fundamental tools needed to effectively manage their enterprise for its sustainable success. They will learn how to effectively recruit the right talent, organise and manage their teams, how to navigate change management and implement effective incentive structures.

They will then focus on operational management, learning how to think about process and productivity optimisation, service excellence, and using data to drive good decisions. They will also learn how to conduct effective business negotiations.

Finally, the participants will learn how to understand and manage the financial aspects of their business, starting with the concepts of balance sheet, income statements, cash flow and the ratios that measure the health of the enterprise. They will also practice effective budgeting and forecasting.

## PROGRAMME OBJECTIVES

By the end of the programme, participants will be able to:

- Define their business model, value proposition and competitive position
- Use the right tools to lead and motivate high performance employees
- Analyse and adapt processes for improved efficiency and better client experience
- Understand the drivers of their business' financial health and create a financial plan

## PARTICIPANT PROFILE

The program is designed for all Middle Managers, whether they are on sales, marketing, or product side or they are in operations, technology, risk or support functions and need to sharpen their knowledge of business management, marketing and financials.

## LEARNING METHODOLOGY

The programme will feature engaging trainer-led presentations, practical application exercises, and insightful case studies.

## COURSE OUTLINE - Day 1

### Module 1: Value Proposition

- Understanding Value Proposition
- Understanding Your Target Market
- Understanding Your Competition
- Putting It Together: Defining Your Value Proposition

### Module 2: Marketing

- Defining Brand Strategy and Identity
- Brand Asset Valuator Model: Brand Strength and Stature
- Traditional Marketing Techniques
- Digital Marketing Techniques

### Module 3: Leadership and People Management

- Learning Effective Recruiting
- Culture: Values and Rules
- Organising and Motivating Teams
- Effective Delegation

### Module 4: Performance Management

- The Principles of Performance Management
- Leading Teams through Change Management
- Dealing with Performance Issues
- Building the Right Incentive Structures

## COURSE OUTLINE - Day 2

### Module 5: Operational Management - Internal Perspective

- Understanding Operational Efficiency
- Optimising Productivity and Output
- Data Driven Decisions
- Conducting Effective Negotiations

### Module 6: Operational Management - The Market Perspective

- Defining the Customer Journey
- Understanding Service Excellence and Organising for it
- The Economics of Service Excellence
- Business Ethics and Customer Advocacy

### Module 7: The Basics of Financial Management

- The Balance Sheet
- The Income Statement
- Cash Flow
- Financial Ratios

### Module 8: Applying Financial Management

- Making Investment Decisions: Net Present Value
- Deciding on using Capital or Credit
- Profit Distribution or Retention
- Budgeting, Forecasting and Optimising Profits

## PROGRAMME FACULTY

### Joel Kornreich

Former Banking CEO



Joel Kornreich is a senior banking executive with over 30 years' experience in consumer and commercial banking in Europe, US and Asia, heading several consumer banking franchises of Citi, and more recently, serving for 8 years as CEO of Alliance Banking Group in Malaysia. He also served as a Director of Citi International Plc, Chairman of Citi Belgium and Chairman of ASEAN Finance Corp in Singapore.

His career focus is business transformation and restructuring, digital development and sales and service culture implementation, based on maximising Net Promoter Scores at all customer touchpoints and simplifying client experience. Alliance Banking Group achieved the second overall NPS at the end of his tenure.

Joel holds a Master of Science in Business Engineering, Magna Cum Laude, from the Solvay Business School of Brussels. Joel is an alumnus of the Judge Cambridge University Business School.

## FEES AND FURTHER DETAILS

Date : 8 - 9 April 2026  
Time : 9:00 am – 5:00 pm  
Venue : Q Sentral Kuala Lumpur  
Fee : RM 2,500 per person (2-days)

*The cost of the programme includes lunch and other refreshments, as well as programme materials for one participant. It is not inclusive of any applicable taxes.*

This programme can be delivered in-house for your organisation.

To register and for more information, please contact:

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## ABOUT MANAF GARDNER ASSOCIATES

Manaf Gardner Associates (MGA) is a premier consulting firm specialising in Human Capital and Executive Education. Established in 2025 by Datuk (Dr) Nora Manaf and Professor Dr Colyn Gardner, MGA brings unparalleled expertise to the evolving landscape of talent management and professional development.

Our founders bring with them extensive industry experience and their combined leadership ensures MGA remains at the forefront of executive education and human capital strategy. Most recently, Datuk Nora served as the Chief Human Capital Officer of Maybank, Malaysia's largest financial institution, for 16 years, while Professor Colyn led the Asian Banking School for nearly a decade, transforming it into ASEAN's largest provider of specialised banking training programmes.

At MGA, we empower organisations to mitigate risks and capitalise on growth opportunities through knowledge enhancement and strategic innovation. By offering a cohesive and comprehensive approach to talent management, we provide expert solutions through our Human Capital Advisory Services and leading-edge Learning and Development Programmes that include our exclusive Executive Education programmes with some of the best business schools in the world.

The base images used in the brochure was produced with image by Andrei Nekhaev for the front cover Amore Seymour for the back cover from Pixabay.

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