

## COURSE OVERVIEW SS0907-3D Business Development

### Course Title

Business Development

### Course Date/Venue

Session 1: September 06-08, 2026/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE

Session 2: December 13-15, 2026/Sur Meeting Room, Royal Tulip Muscat, Muscat, Oman



### Course Reference

SS0907-3D

### Course Duration

Three days/1.8 CEUs/18 PDHs



### Course Description



***This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using our software tools.***

Business development is a combination of strategic analysis, marketing, and sales. Business development professionals can be involved in everything from the development of their employers' products and services, to the creation of marketing strategies, to the generation of sales leads, to negotiating and closing deals.



The job of the business development professional is typically to identify new business opportunities—whether that means new markets, new partnerships with other businesses, new ways to reach existing markets, or new product or service offerings to better meet the needs of existing markets—and then to go out and exploit those opportunities to bring in more revenue.



Business development is among the foremost concerns of any organization, and as a manager or employee, much of your attention will be devoted to developing and exploiting the business opportunities that are presented to you and your company. Business development and making your organization successful is reliant on good knowledge of best practice and management theories.

This course will teach the delegates how to draft business development plans, attract and keep great clients, while running a profitable and efficient business. It helps every knowledge-for-profit professional to maximize their most valuable client relationships, and to develop a personalized business development plan to mine the untapped potential in their business.

### Course Objectives

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain an in-depth knowledge in business development and take advantage of untapped opportunities
- Define the objectives in business development and identify important happenings, changes and trends in the market place
- Recognize marketing pillars and the loyalty ladder
- Classify clients, build client chemistry, take business development actions, create a client service matrix and encourage clients to reach out to them
- Create promotional partnerships and strategic alliance
- Develop true enterprise thinking and sustainable business development

### Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

### Who Should Attend

This course will benefit employees in different levels within the organization who are involved in business development and strategic planning activities of the company.

### Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

- 30% Theory
- 70% Practical Exercises, Case Studies, Engaging Slides/Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities, Ice Breaking Activities, Group Activities and E-learning associated with the course topic is preferred

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

### Learning Design & Customization


This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

### Course Certificate(s)


Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

### Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council for Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **1.8 CEUs** (Continuing Education Units) or **18 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

### Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



**Dr. Chris Le Roux**, PhD, M.Com, B.Com (Hons), PMP, Industrial Psychologist (HPCSA Reg.), PMI-ATP Instructor PMI-PMP, PMI-CAPM Instructor is a **Senior Management Consultant & Project Management Professional** with over **30 years** of combined engineering, managerial, consulting, counseling, and international training experience across Africa, the Middle East, the Gulf region, and Europe. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling, Cost Control, and Earned Value Management, Project Management (Predictive, Agile, and Hybrid), PMO setup and governance, Project Delivery & Governance Framework, Project**

**Management Practices, Project Management Disciplines, Risk and Contract Management** (including contract development, tendering, dispute resolution, and claims), **Risk Identification Tools & Techniques, Project Life Cycle, Stakeholder Management and Communication, Performance Coaching and Difficult Conversations, Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Leadership Orientation Programme, Leadership & Team Development, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Leadership & Performance Management, Leadership Communication, Leadership Excellence for Senior Management, Supervisory, Leadership, Coaching & Mentoring, Leadership, Communications & Interpersonal Skills, Administrative Leadership Skills, Office Management & Administration Skills, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence and Resilience, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Controlling Your Time & Managing Stress, Crisis Management and Decision-Making Under Pressure; and Customer Experience, Service Excellence, and Negotiation Skills, Strategic Human Resources Management, Change Management and Organizational Development, Human Capital and Talent Management (succession planning, performance management, competency frameworks, and behavioral assessment), Strategic Planning and Execution, Project Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he has also led or supported Training Needs Analyses (TNA), large-scale capability development programs, and leadership pipelines for technical, operational, and graduate employees.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Training & Development General Manager, Departmental Head (Electrical), Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Senior HR Consultant, Senior Lecturer / Academic Supervisor, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals, International Trainer, and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars and CBM Training.

Dr. Le Roux has a **PhD in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Qualified Electrical & Mechanical Engineering** from **Germiston College, South Africa**. Further, he is a **Certified Project Management Professional (PMP)**, a **PMI Authorized Training Partner (ATP) Instructor**, a **Certified Associate in Project Management (PMI-CAPM)**, a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

### Course Fee

**US\$ 3,750** per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

### Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

### Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

#### **Day 1**

0730 – 0800	<i>Registration &amp; Coffee</i>
0800 – 0815	<i>Welcome &amp; Introduction</i>
0815 – 0830	<b>PRE-TEST</b>
0830 – 0930	<b>Getting Started: The Business Development System</b> <i>The Economic and Business Context Influencing Our Industry • Opportunities and Challenges of a Firms Growth • Defining the Objectives of Business Development • Important Happenings, Changes and Trends in the Marketplace • A New Paradigm for Marketing in the 21st Century • The Business Development Process • A Comprehensive Framework for Business Development</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<b>Your Untapped Opportunities</b> <i>Identify and Take Advantage</i>
1030 – 1130	<b>Marketing Pillars &amp; the Loyalty Ladder</b> <i>Identify Your MVPs • The Law of Attraction • Advocates: the Ultimate Clients • Moving up the Ladder • Position Advocacy as a Benefit to Clients, Not to You</i>
1130 – 1230	<b>Your Overlooked Vulnerabilities</b> <i>The Importance of Organization and Structure • Mistaking Motion for Action • Systems Create Success</i>
1230 – 1245	<i>Break</i>
1245 – 1420	<b>The Creation &amp; Benefits of a Procedures Manual</b> <i>The Four Cs of Advocacy</i>
1420 – 1430	<b>Recap</b>
1430	<i>Lunch &amp; End of Day One</i>

#### **Day 2**

0730 – 0930	<b>Client Classification</b> <i>Getting Started • The Upside to Rightsizing • Respectful Disassociation</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<b>Build Client Chemistry</b>
1030 – 1130	<b>Success is Achieved by Design, Not by Chance</b> <i>Goals are the Why; Strategy is the How • Something to Think About</i>
1130 – 1230	<b>Your Business Development Actions</b>

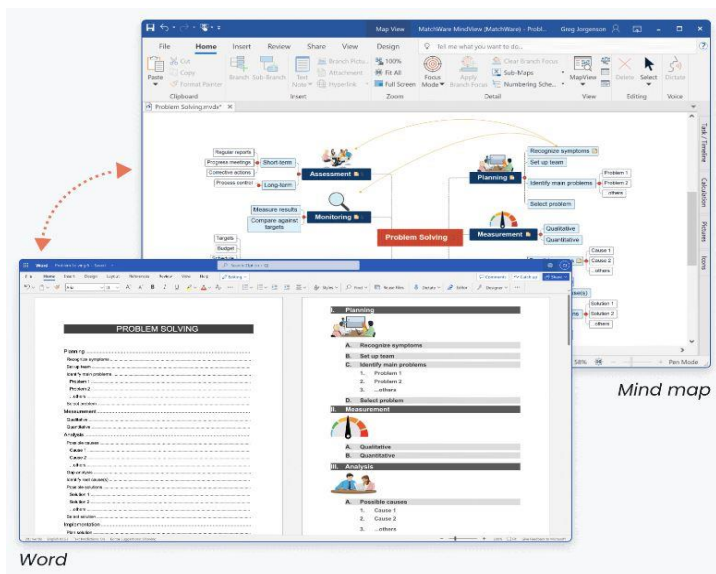
1230 – 1245	<i>Break</i>
1245 – 1330	<b>Deserve</b> <i>Create a Client Service Matrix</i>
1330 – 1420	<b>Ask</b> <i>Asking Starts the Receiving Process • Ask People to Move Up Your Loyalty Ladder • Scarcity Creates Abundance • Converting Customers into Fully Empowering Clients • Is it Too Little, Too Late to Use Full Disclosure with Existing Customers? • Attracting a Higher Quality and Quantity of Referrals • The Advocate Referral Process • Train Your Clients to Reach Out to You</i>
1420 – 1430	<b>Recap</b>
1430	<i>Lunch &amp; End of Day Two</i>

### Day 3

0730 – 0830	<b>Reciprocate</b> <i>Create Promotional Partnerships and Strategic Alliances</i>
0830 – 0930	<b>Thank</b> <i>When Someone Becomes a New Client • The Five-Step New Client Welcome Process • Saying Thanks for a Referral: Feed the Goose</i>
0930 – 0945	<i>Break</i>
0945 – 1100	<b>Holding your Self Accountable</b> <i>The Qualities of Success</i>
1100 – 1215	<b>Inventing the Future Through Enterprise Thinking &amp; Sustainable Business Development</b> <i>Inventing the Future Through Positive Relationships • Maximizing Value for Customers, Stakeholders, and Constituencies • The Implications of Enterprise Thinking and SBD • Learning from Leading Edge, Global Corporations</i>
1215 – 1230	<i>Break</i>
1230 – 1345	<b>Reflection &amp; Action Planning</b>
1345 – 1400	<b>Course Conclusion</b>
1400 – 1415	<b>POST-TEST</b>
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch &amp; End of Course</i>

## Software Tools Demonstration

Practical sessions will be demonstrated through software tools during the course for delegates. Delegates will have an opportunity to understand the exercises using the “Mindview Software”, “Visio Software”, “ChatGPT” and “PMI Infinity”.

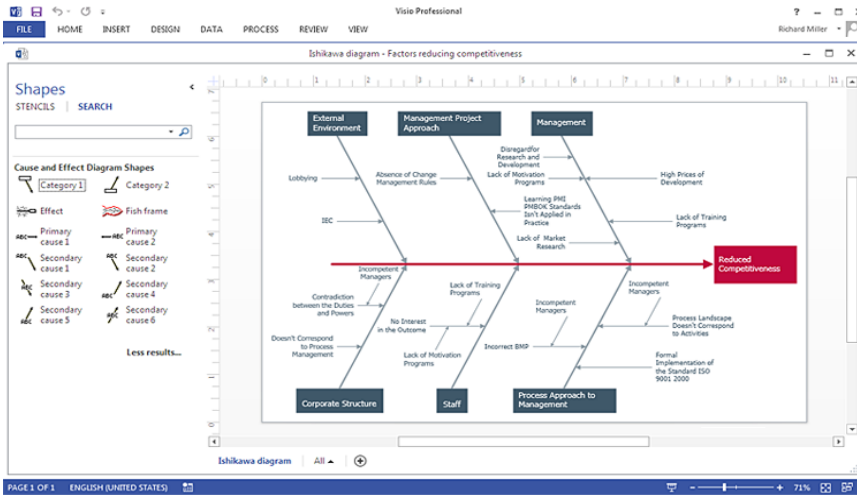


The screenshot displays the Mindview Software interface. The main window shows a mind map titled "Problem Solving" with branches for "Regular reports", "Assessment", "Planning", "Monitoring", and "Measurement". A secondary window shows a word document with the same "PROBLEM SOLVING" content in a structured list format. The text in the word document includes:

- Planning
  - Recognize symptoms
  - Set up team
  - Identify main problems
  - Select problem
- Measurement
  - Qualitative
  - Quantitative
- Implementation
  - Case 1
  - Case 2
  - Others

The word document window is labeled "Word" and the mind map window is labeled "Mind map".

**Mindview Software**

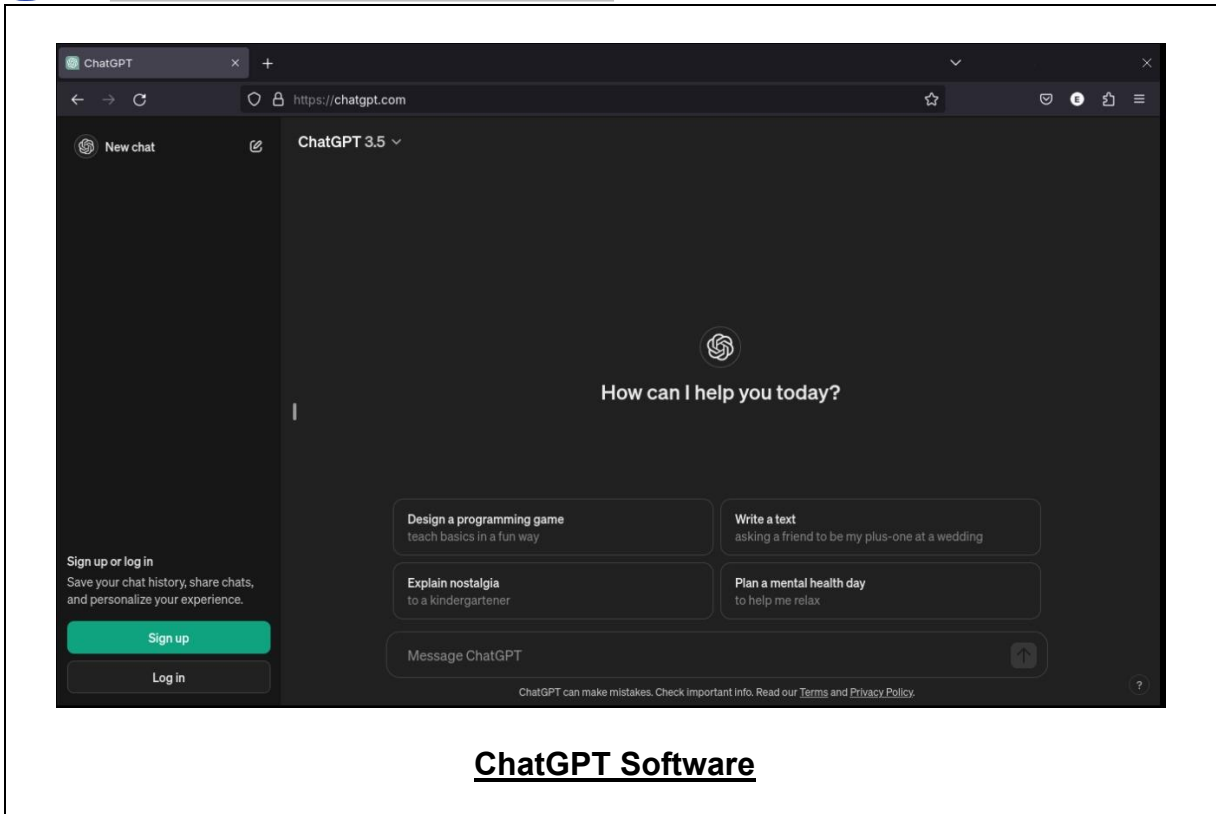


The screenshot displays the Visio Professional software interface showing an Ishikawa diagram titled "Ishikawa diagram - Factors reducing competitiveness". The diagram is a fishbone-style flowchart with a central red arrow pointing to "Reduced Competitiveness". The main categories of causes are:

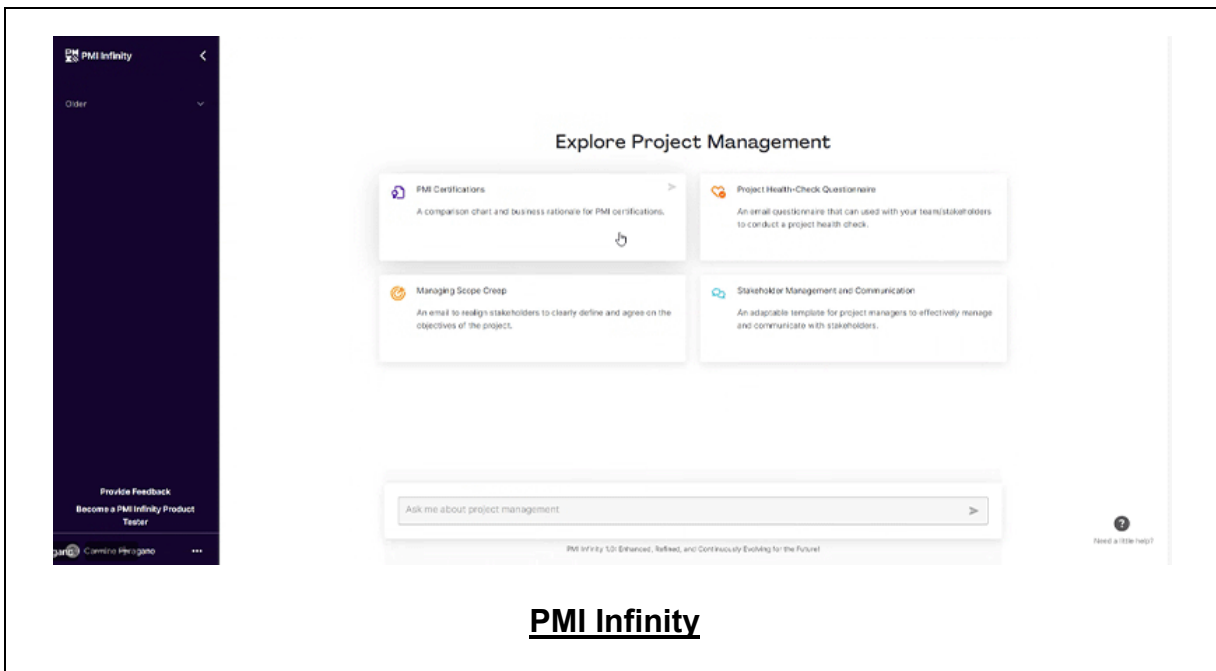
- External Environment:** Lobbying, SEC, High Prices of Development, Lack of Training Programs.
- Management Project Approach:** Absence of Change Management Rules, Learning PMI PRINCP Standards Isn't Applied in Practice, Lack of Market Research.
- Management:** Incompetent Managers, Contradiction between the Duties and Powers, Doesn't Correspond to Process Management, Lack of Training Programs, Incompetent Managers, Process Landscape Doesn't Correspond to Activities, Formal Implementation of the Standard ISO 9001:2000.
- Staff:** No Interest in the Outcome, Lack of Motivation Programs, Incompetent Managers.
- Process Approach to Management:** Incompetent Managers, Incomplete BMP.

The software interface includes a "Shapes" panel on the left with "Cause and Effect Diagram Shapes" and a status bar at the bottom indicating "PAGE 1 OF 1 ENGLISH (UNITED STATES)".

**Visio Software**



**ChatGPT Software**



**PMI Infinity**

**Course Coordinator**

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