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Know the essentials of business diagnostics for consulting. See *how* to put them into practice.

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Business diagnostics for consulting Training course for business consultants 7-9 December 2016, Romania

Learn how to select and apply the right business diagnostic tools to identify the root of your client's problem and recommend solutions. Held in Romania on 7-9 December 2016 (three full days), this course gives a complete overview of business diagnostics for consulting.

Know how to select and apply the right business diagnostic tools

This course will help you:

- Understand small and medium-sized businesses' diagnostic needs
- Identify appropriate frameworks, methods and analytic, quantitative and interpretive tools for client assessment
- Receive hands-on experience in selecting and applying a range of diagnostic tools for strategy, operations, client relations, finance, and organisational culture
- Develop your skills in information management, quality management and ethical practices
- Interpret and prioritise information to draw meaningful analyses and provide recommendations
- Learn how to effectively communicate problems and solutions to clients
- Apply these techniques to your own business

The course is tailored to your individual experience in business diagnostics. Some reading is required prior to starting the class. The courses are interactive and discussion based, with a focus on practical tools. The trainers are all experienced practitioners, who know how to put diagnostic theory into practice. You will also have the opportunity to meet other consultants, learn from each other experiences and develop a professional network

Opening up opportunities. We know how.

The training will be delivered by **Dr. Lassaâd Mezghani** and **Philip Ammerman** who have been selected by the EBRD because they are experienced practitioners, who know what it takes to successfully diagnose a business.

The training course fee is 375 EUR and the course will be delivered in English. The price includes training hand-out materials, refreshments (on-site coffee breaks and lunch) and parking. The training will be organized at a premium location in Bucharest, InterContinental Hotel. The class is limited to 20 participants.

To participate please fill out the attached application form by **COB 11 November 2016**. For additional inquiries please send an e-mail to knowhowromania@ebrd.com or call us on 021 202 71 42.



Grow your consulting business? *Know how.*

At the European Bank for Reconstruction and Development (EBRD), we don't just provide finance. We also provide business advice to small and medium-sized businesses in 25 countries, working with more than 6,000 consultants and over 1,500 international experts.

We believe that businesses need professional know-how to grow and stay competitive. But we also know how important it is for consultants to keep broadening their expertise so they can offer truly best-in-class solutions to their clients. The Grow Your Consulting Business Training Series is a set of training courses that shares essential skills, resources and techniques for effective and impactful consulting, as well as for running a successful consulting business. So, whether you're an expert looking to use your knowledge as a professional consultant, a young consultant seeking to build up your skills, a senior member of a consulting firm eager to learn about new specialisations or the owner of a consulting business seeking to enhance your business model, get the training you need to step up your game.

There are six courses:

- Management consulting essentials
- Starting a consulting business
- Managing a consulting business
- Marketing and selling consulting services
- Business diagnostics for consulting
- Project management for consulting

Know your trainers



Dr. Lassaâd Mezghani (independent consultant) is a professor of strategic management at the University of Carthage and the current president of the Tunisian chapter of the International Association for Strategic Management (AIMS). He holds a PhD in strategic management and also teaches management of technology and innovation, ICT and project management. Lassaâd is an international senior expert and trainer for several EU projects in Tunisia, the Mediterranean and Western Europe dealing with strategy, innovation, organization and entrepreneurship, and he has served as a Senior Advisor to the Tunisian Minister of Higher Education and Scientific Research.



Philip Ammerman (Navigator Consulting) is an investment advisor and restructuring consultant with experience in Eastern and Western Europe, Central Asia and the United States since 1992. His key specialisations are in due diligence, business planning, financial modelling and post-investment support. In 2010, Navigator Consulting launched an in-house business incubator with the objective of supporting or starting one new business a year between 2010 and 2020. This has led to the launch of European Consulting Network (ECN), an international network of consultants and institutions with 8000 members.

