

Oculus Management Academy - Course Modules

	Introduction and Overview	Proven pathways for success
	LEADERSHIP CULTURE	
LC 1	The Leaders Mindset	Shifting your point of view for greater productivity and personal satisfaction
LC 2	Your Driving Force	Putting Your Life First
LC 3	Leadership Culture That Works	Creating a place people value
LC 4	Your Vision Statement	Creating the vision of you business as it will be when its fully developed
LC 5	Telling Your Story	Communicating the spirit of your business
LC 6	Your Organizational Strategy	Creating the framework for growing toward your strategic objective
LC 7	Key Performance Indicators	Tracking the health of your business
LC 8	Frustrations Into Breakthroughs	Thinking systemically
LC 9	The Value of Your Time	Maximizing your most precious resource
	FINANCIAL ACUMEN	
FA 1	Money Fundamentals	Controlling your money
FA 2	Accounting systems	Collecting, organizing and reporting your financial information
FA 3	Financial Statements	Monitoring the vital signs of your business
FA 4	Your Cash Plan	Managing the lifeblood of your business
FA 5	Basic Operating Budgets	Creating the tool that moves you toward your financial goals
FA 6	Business Control Systems	Moving money to the rights place at the right time
FA 7	Financial Strategies Pathway	Making effective financial decisions to get your house in order
	EMPLOYEE DEVELOPMENT	
ED 1	Foundations of Management	Delivering accountability through your people
ED 2	Developing Your People	Freeing your employees to perform at their best
ED 3	Position Agreements	Creating the roadmaps for your employees success
ED 4	Business Meetings with Employees	Getting your employees inspired and involved
ED 5	Working Relationships That Work	Getting results through communication, accountability and trust
ED 6	Employee Operations Manuals	Building the authoritative guidebook of "How we do it here"
ED 7	Foundations of Team Building	Your strategy for finding the right people
ED 9	Hiring Process	Choosing the right people for your team
	OPERATIONAL EFFICIENCY	
OE 1	Business Systems Strategy	Identifying the key systems your company need to succeed
OE 2	Systems Design & Documentation	Orchestrating your business for consistent, predictable results
OE 3	SWOT Analysis	Assessing your business for sustainability and growth
OE 4	Foundations of Client Fulfillment	Delivering on your promise
OE 5	Your Client Fulfillment Baseline	Determining "where are we now?" in client fulfillment
OE 6	Product Strategy and Design	Creating the product concept that will delight your customers
OE 7	Your Production Process	Making your product or service a reality
OE 8	Your Delivery Process	Getting your product into your customer's hands
OE 9	Your Customer Service Process	Going the extra mile
OE 10	Production Management System	Getting results through planning and tracking work
	CUSTOMER ACQUISITION	
CA 1	Your Marketing Strategy	A strategy for reaching your target customers
CA 2	Foundations of Lead Generation	Broadcasting the promise
CA 3	Your Lead Generation Baseline	Determining "where we are now?" in lead generation
CA 4	Lead Generation Channels	Reaching your target markets
CA 5	Lead Generation Messages	Creating the magnetic message
CA 6	Lead Generation Process	Attracting qualified leads to your doorstep
CA 7	Foundations of Lead Conversion	Offering the opportunity
CA 8	Lead Conversion Baseline	Determining "where we are now?" in lead conversion
CA 9	Your Lead Conversion Process	Giving your customers the opportunity to say "yes"
CA 10	Effective Presentations for Lead Conversion	Telling customers what they want to hear