



DR. COREY PHELPS

16th APR 2019

9:00 AM - 4:00 PM

1-DAY SEMINAR

ترجمة فورية

JUMEIRAH MESSILAH BEACH
HOTEL AND SPA

MESSILAH 1
MEETING ROOM

CRACKED IT!

HOW TO SOLVE BUSINESS PROBLEMS
AND SELL THE SOLUTIONS

KUWAIT 2019



[SCAN ME]

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2019

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HOW TO SOLVE BUSINESS PROBLEMS AND SELL THE SOLUTIONS



OVERVIEW



HOW CAN YOU DO IT BETTER



SEMINAR OUTLINE

It's the most important skill set you probably never learned: solving problems and selling the solutions.

Of all the skills needed to succeed in work and life, research consistently shows that complex problem solving is at or near the top. But for most of us, solving difficult problems and selling the solutions don't come naturally and we haven't been taught how to do them well. And when we try, studies show a host of pitfalls trip us up.

In this engaging and highly-interactive seminar, world-renowned strategy professor, consultant and speaker Corey Phelps shows you how to become a better problem solver and solution seller using a rigorous practical and proven four-step approach.

Based on his widely-acclaimed book – *Cracked It! How to Solve Big Problems and Sell Solutions Like Top Strategy Consultants* (co-authored with Bernard Garrette and Olivier Sibony) – Corey guides you through each step in the 4S method: from how to state, structure and solve problems to how to sell the solutions. You will leave with a significantly-enhanced understanding of how you can create value, by helping your organization crack problems that matter the most.

- The challenges of problem solving and solution selling
- An overview of the 4S Method
 - State the problem
 - Solve the problem
 - Structure the problem
 - Sell the problem

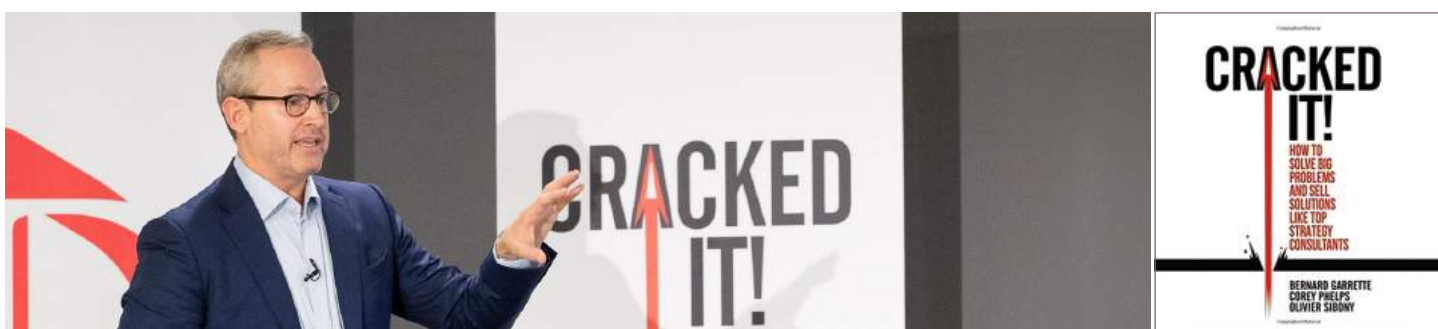
WHO SHOULD ATTEND ?

- Top Management
- Specialists
- Entrepreneurs
- Middle Managers
- Aspiring and early-career management consultants
- Anyone who wishes to improve their ability towards solving difficult organizational problems and effectively developing their solutions



WHAT YOU WILL LEARN

- The cognitive biases and downsides of problem solving and solution selling
- How to define problems using the TOSCA framework
- How to structure a problem using issues trees and analytic frameworks
- How to solve problems deductively using analytic frameworks, evidence and logic
- How to solve problems abductively using design thinking
- How to use the pyramid principle to develop a persuasive report or presentation to sell the solution
- Develop the discipline and confidence to tackle difficult problems outside your expertise



Corey Phelps is an accomplished keynote speaker, corporate trainer and an award-winning business school professor. He is currently an Associate Dean of Executive programs Education and a Professor of Strategy at McGill University. Formerly a professor at HEC Paris and the University of Washington, he completed his Ph.D. at the Stern School of Business, New York University.

His book – *Cracked It! How to Solve Big Problems and Sell Solutions Like Top Strategy Consultants* (co-authored with Bernard Garrette and Olivier Sibony) – was published in summer 2018 by Palgrave Macmillan. For nearly 20 years Corey has been researching various aspects of corporate growth and innovation as well as publishing over 20 research articles in leading academic outlets.

Drawing on his extensive research experience, Corey has delivered keynote presentations and executive training programs for over 50 organizations in Europe, North America, Asia-Pacific and the Middle East. In recognition of his teaching excellence, he received the Pierre Vernimmen BNP Paribas Award at HEC Paris and undergraduate and MBA professor of the year awards at the University of Washington.

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VIGOR ENTERPRISE IS THE EXCLUSIVE REPRESENTATIVE FOR DR. COREY PHELPS IN THE MIDDLE EAST. FOR IN-HOUSE INQUIRIES, PLEASE CONTACT VIGOR ENTERPRISE DIRECTLY.

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SALLY FOLLEY LEWIS



THE LEARNING OUTCOMES

- Defining personal productivity and self-leadership
- Dispelling the myths of time management and work life balance
- The way forward: staying strong in your personal power

REGISTRATION & INQUIRIES

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Floor 13, Al-Gas Tower, Ahmad Al-Jaber St., Sharq, Kuwait City, Kuwait.



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