

Basecamp4 Curriculum



Basecamp4
Leadership Mastery - Business Success

In 90 minutes of formal business education each month, the curriculum distills and communicates fundamental concepts in finance, marketing, operations, and human resources along with advanced ideas around leadership, strategy, personal performance, communication, and execution that members can apply directly in their businesses.

12 Sessions

4 Core Principles 1 session for each

1. Integrated Management Systems & the 5-pillars
2. Time management and personal performance
3. Leadership
4. Strategy

4 Foundational Pillars 2 sessions for each

1. Finance
2. Operations
3. Sales & Marketing
4. Human Resources

Sample topics

The program will continuously evolve to reflect new challenges and current knowledge, however core topics will include:

Finance

Accounting cycles
Financial statements
Cash flow management
Using key measures
Budgets & forecasts
Decision making
Reporting systems
CFO & controller roles
What do lenders want

Operations

Systems thinking
Workflow/processes
Supply chains
Quality/safety
Tools & techniques
Key measures
Project management

Sales & Marketing

What is marketing?
Market theory
Branding & positioning
Using research
Communications
Marketing/sales planning
Hiring/compensating salespeople
Sales funnels/forecasts
Sales programs

Human Resources

Effective org charts
Roles & accountabilities
Delegation & accountability
Conflict resolution
Effective communication
Powerful meetings
Motivation, rewards & discipline
Recruiting & hiring
Leading Change
Role of an HR Manager