

What is an MBA?

It is many things, including:

An MBA is a Master of Business Administration - a highly regarded degree valued by senior leaders, employers and entrepreneurs. Harvard, London Business School, Wharton et al charge many tens of thousands of dollars a year to gain one. Movement into senior management, decision-making, leadership roles often requires one. Leading consultancies are full of them.

An MBA is a language and a Way of Thinking. Commonly, the language is known as “business speak” or “consultant speak.” However, this does not do it justice – the terminology is very precise and significant. When you walk into the MBA World, you tend to use terms such as “money, skills” etc and read celebrity magazines. When you walk out of the MBA World, you tend to use terms such as “capital, core competency, chain analysis, value, lean” etc, names and models roll off your tongue (Prahalad, SIPOC etc) and you buy a subscription to the Harvard Business Review. If you are unaware of this language, expensive consultants will intimidate you; if you are aware of it, they won't.

An MBA is, in essence, the deep understanding (gained through application) of a collection of models and frameworks. These are the core of any MBA degree, are the basis of the New Language and New Way of Thinking that you will learn and are supported by classroom discussions, case studies and internships where you shadow senior management. While this software cannot replace classroom debate, it does contain all the models and frameworks that are the basis of that debate (which you can mimic by applying the models and frameworks to your own business situation and with your own business colleagues - the basis of an Executive MBA).

Above all, an MBA is a study of the optimization of the business process. Ultimately, no matter whether you are a ship builder, shrimp farmer or software developer all businesses “do the same things” (for example, input logistics, operations, output logistics, sales and marketing, margin manipulation etc). You will learn the superstructure that is the universal business process and learn to know how to optimize each domain within that superstructure (strategy, change, risk, people analysis etc and much, much more). Whether your working life is as an employer or employee or leader or entrepreneur, it only takes a relatively small time to get your head around these concepts. We suggest you take the time – it is well worth it intellectually and financially.

Who is the Critical Business Models software for?

Those individuals in senior decision-making and thought-leadership roles. This software includes hundreds of critical models and frameworks used regularly by senior people.

Those individuals who wish to rise to senior decision-making and thought-leadership roles. This language and New Way of Thinking will significantly help your rise up the corporate hierarchy. Significantly, not knowing it will hinder your promotion (you need to think and talk in a certain way).

Those individuals who wish to understand business in the way that successful people do. The judges in Dragons Den (UK/US) or Shark Tank (US) all use this language.

Those individuals who wish to start their own business. The principles apply to entrepreneurs and small businesses as well as to CEOs and large, listed corporations.

Those individuals that already specialise in specific areas (business analysis, change management, risk management etc) and want to broaden their scope.

Those individuals who may be embarking upon an MBA or a business education. This will give you a significant lead over your rivals. This is the core knowledge.

Those individuals who already have an MBA. You have specialised and forgotten much.

www.clickok.org