

## General Management Services

### Level 2 – Business Process Definition

#### What Is It?

Once goals and objectives are clearly defined for an organisation, it is the responsibility of the General Manager, together with the senior management team, to decide the key business processes which are needed to deliver the results required. Usually there are a few processes in a business which are critical to ensuring different departments and functions are linked together. Choosing and agreeing these processes is an important general management function.

In a company, the single key process linking all the functions can be called the “Market to Collect” process - the backbone of the organisation. Starting at one end with the market and ending up with collecting cash, it links marketing to sales to order processing to product/ service delivery to invoicing and cash collection. Examples of typical key processes are:

- **Marketing Processes** – to develop new markets and customers
- **Sales Processes** – to manage the sales function
- **Order to Implementation** – to translate customer orders into goods and services delivered right first time on time
- **Customer Complaints Process** – to handle customers effectively when things go wrong
- **Service Delivery Processes** – service call management, etc.

#### What are the advantages to my organisation?

- **Experienced General Management:** Your team will be able to work with an experienced General Manager and learn some of the key principles in getting different functions to work together.
- **Cost Effective:** Most small and medium sized businesses do not have a need for a full time General Manager. With the EBS service a client can use the services on an hourly basis – for instance to facilitate a senior team meeting, or putting together a business plan.
- **Senior Management Development:** Our General Management professionals are experienced business coaches who can help grow the knowledge, skills and confidence of the whole team as well as specific individuals.

#### What Is Included?

One of the EBS General Management professionals will work with your senior management team to:-

- Select the key processes needed to achieve the key performance indicators
- Work with individual managers to define the process steps and the key activities
- Support the implementation process including communication and training
- Carry out coaching and mentoring to overcome obstacles.

## How Do We Work?

The work would be carried out by an experienced EBS General Management professional who would work closely with your team. They would be part of the team and work on specific activities where the necessary knowledge or skills are lacking. They would also involve other functional specialist from the EBS organisation, as necessary, to assist particular functions for instance marketing, sales, human resources, occupational health and so on.

## What Does It Cost?

The cost for all of this is just **£140 per hour + VAT**. Alternatively for larger projects an all inclusive project fee can be developed.

## About EBS General Management Services

EBS General Management is a specialist area of service from EBS Management Resources, a multi-disciplinary provider of business support services to companies with 15 - 100 employees. Service portfolios are provided for the key functions of Human Resources, Occupational Health, Marketing, Sales and General Management. EBS clients cover a wide range of industries and include Dayla, Bucks Net Services, Nottingham Forest Football Club and Red Door Communications.

The complete set of EBS General Management services includes:

- Level 1 – Senior Team Effectiveness
- Level 2 – Business Process Definition
- Level 3 – Leadership Training and Training in the Role of a Director
- Level 4 – Enhancing the Performance of The Senior Management Team
- Level 5 – Company Strategy and Business Planning

For more information on this service, please contact us on 01844 211084, or visit our website: [www.ebs-management.co.uk](http://www.ebs-management.co.uk).