



MANAGEMENT CONSULTING FOR THE 4IR

WITH MARK J. PETERS

Preparing for a new future

About this programme:

As the world recovers from massive unemployment levels due to the pandemic, early trends show that the new world of work is shifting away from full-time jobs to short-term contracts and multiple gigs. In a world where freelancers and “gig-ers” continue to replace permanent jobs, how can you stand out and be successful?

The Johannesburg Business School brings you an exclusive Management Consulting programme to help you navigate this emerging world of work that is driven by the Fourth Industrial Revolution (4IR). It is designed to give you contextual understanding as well as the mindset, technical skill, and demeanor required to be an outstanding consultant or freelancer. **You will learn how to:**

- Identify and define the services you will offer
- Engage clients and win work
- Deliver sustainable results
- Establish good practice and long-term relationships that ensure repeat business
- Avoid common problems

About the facilitator:

Mark J. Peters is an experienced strategist, marketing consultant, and visiting professor. He was born and educated in Ireland, where he pursued a successful early career as a commercial banker. He is a United States Ford Foundation grant scholar, an award that enabled him to work directly with social investment banks in 12 countries.

Mark has substantial experience as a facilitator and senior lecturer. He has worked with the Johannesburg Business School, GIBS, Duke CE, UCT, WITS, and the University of the Free State, Namibia University of Science and Technology, and Kempten University in Germany.

Programme details:

DATE:	5 – 6 November 2020
VENUE:	Online conferencing. The conference link will be sent upon registration.
FEE:	R3,000.00 per delegate (Group bookings of 5 or more receive a 10% discount)
ENQUIRIES:	execed@jbs.ac.za

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