



Transcript - Video 2 - Learn, Apply, Transform

So let's have a look at the three elements of the online course - **Learn, Apply and Transform** in a bit more depth.

First of all **Learn** - So this is where we have taken all the content normally covered in our live MBA courses and broken it down into a series of short videos (filmed in our own private studios) - each of which has an average length of 8 minutes - explaining the core MBA frameworks and making it very easy for anyone to build the course around a busy workload by watching the short videos at their own desk - in their own time - whenever is convenient. In fact because all of the videos are available on the cloud - they can actually be accessed from any internet enabled device - so that you can watch the videos whenever you have a moment to spare and use downtime more effectively, even whilst mobile.

Then having become familiar with the MBA frameworks by watching the videos in the Learn element of the course - we move onto the second element **Apply**. This is essentially a set of workshop resources designed for a team or a department to meet at a convenient time - in order to apply the MBA frameworks they have learned in the videos to collaboratively analyse the relevant organisation - be it their own organisation, a customer, a client or even perhaps an investment target - so as to leverage everyone's knowledge and insights - and where everyone using the same MBA frameworks in exactly the same way. These workshop resources include worksheets, project notes, slides and agendas incorporated to help you to replicate the MBA workshops in a way that is specifically tailored for the relevant organisation but without the need for any external trainers or facilitators.

Thirdly and finally the **Transform** element of the course - so in relation to this, we have provided a range personal and professional development resources which help individuals enhance their careers by getting the best out of their own skills in a way that ties in with the strategies of the relevant organisation.

So this explains the Learn, Apply and Transform elements. In fact there are 3 Modules in the course all of which consist of a Learn, Apply and Transform element and all of which flow together in a specific order to create a highly structured course where one Element and then one Module builds on the next - to give a set path that's easy to follow. All of this is explained in more depth in the materials below.

So the course consists of a series of resources that will allow you to **Build Your Own MBA**.

To know a bit more about the course including how and why it works so well for so many different people in so many different organisations and how you can best take advantage of these online resources please now click on the '**How it works**' tab which you will find at the top of this page.