

# Master's of Business Thinking

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**Education that  
delivers profits.**

# The why ✦

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**CFO:** Why train everyone if there is a risk of their leaving?

**CEO:** Because if we don't train them, there is a bigger risk that they stay.

# The Workplace Has Been Altered Forever◆

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- ▮ **Master's of Business Thinking is a key to assist in this dramatic revolution.**

The COVID pandemic transformed the workplace and employee expectations forever. Hybrid / remote work schedules are permanent.

- ◆ Leaders need to adapt and change to ensure employee expectations, needs, growth /retention.
- ◆ Mental health challenges remain persistent and consistent.
- ◆ Lessened office interactions resulted in less knowledge transfer across the organizational structure due to weaker internal relationships.
- ◆ College degrees are no longer required for many entry and mid level jobs anymore.

# The Problems◆

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- ◆ Remote work loses brain trust among employees.
- ◆ Employees do not understand how their position fits with the global perspective of the company. ◆
- ◆ Employee misunderstanding of their particular position, exacerbates the issue.

The old model of in-house training for entry and mid-level employees/ managers has drawbacks:

- Expensive - Focus on compliance, not knowledge
- One sized fits all - Taught at one speed
- Requires lots of time blocks - Focused on keeping people out of trouble
- Doesn't offer expansion - Companies aren't requiring college education

# MBT Addresses Workplace Revolution ♦

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Lawyers, HR experts are required to pass tests for continuing education, why don't all companies provide this for all employees?

Learning provides invaluable ROI on business growth.

- **MBT increases:**

Capabilities, engagement and retention.

Addresses learning and training missions of many companies

Provides on the job e-learning

Provides in person learning

Provides mentorship

Provides knowledge leading to confidence

Confidence leads to loyalty

Loyalty is what all employers and employees seek.\_

# Opportunity For Employer ♦

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## The truth:

- ♦ Employees don't want to change companies. They want to feel fulfilled and appreciated in the jobs they have.
- ♦ Turnover is costly

## The solution:

- ♦ Training, Development, Teaching, Guidance, Instruction, Practice

## The results:

- ♦ Long-term employment, less turnover
- ♦ Engaged workforce
- ♦ Opportunities for professional growth
- ♦ Loyalty

# Master's of Business Thinking Overview◆

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MBT's solution cuts directly to the core of every business school concept and every company's need of on hands knowledge.

**Offer:** MBT's platform bridges business principles with current media consumption and habits.

**RESULT:** Forever changed mindsets.

**RESULT:** 360 degree thinking about the business.

**RESULT:** Business growth, lower turnover, educated employees

- ◆ Teaches employees the highlights and critical information from business school courses.
- ◆ Guides all employees on how to think robustly and in a 360 degrees manner about any business, by applying fundamental concepts.
- ◆ Arms employees with bite-sized, understandable content to train to think critically.

# MBT: Result For Employers ♦

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## Outcome:

- ♦ By educating employees, it dramatically increases potential for positive results in the business.
- ♦ Attract better employees that value self-improvement and learning.
- ♦ Improve employee performance while improving job satisfaction.
- ♦ Increase employee engagement by investing in their future.
- ♦ Train future leaders that exhibit loyalty since they feel appreciated.
- ♦ Improve skills and knowledge while elevating the quality of thinking.

**More loyalty at work. Lower turnover. More engagement**

# Online Education Trends ♦

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E-Learning on demand market size surpassed US \$315B in 2021 and is anticipated to grow at a CAGR of over 21% between 2021 and 2028 to \$1TN (Deloitte).

Most corporate and mid-sized company learning environments are built on outdated systems that only focus on compliance and formal training. (Deloitte)

## Why Invest in E-Learning ?

- ♦ Scalability is massive and global
- ♦ 77% of US corporation used online learning, but 98% plan to incorporate it in their programs
- ♦ E-learning increases retention rates by 25% to 60%
- ♦ E-learning has led to an increase in income for 42% of US organizations

Source: <https://www.gminsights.com/industry-analysis/elearning-market-size>

# Employee Market Trends◆

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- ◆ 76% of employees say that a company would be more appealing if it offered additional skills training to staff.
- ◆ 74% of employees are willing to learn new skills or re-train in order to remain employable at their company.
- ◆ 87% of millennials believe learning and development in the workplace is critical.
- ◆ Millennials National Student Clearinghouse Center reports, college applications are down nearly 1 million since the pandemic began.
- ◆ [CNBC](#) reports no college degree is required for many companies given the job applicant shortage.

Source: <https://www.lorman.com/blog/post/39-statistics-that-prove-the-value-of-employee-training>

# The MBT Solution ♦

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## **Empowers employees through knowledge.**

- ♦ Educated employees are better thinkers. Educated employees are loyal. Educated employees WANT to create better organizations.
- ♦ Thinking in 360 solution is MBT's core competency. These skills enhance intellectual abilities for all employees and employers.
- ♦ MBT teaches employees to improve their current role and alleviate strain across the organization.
- ♦ MBT provides the content via: e-learning, Learning Management System, Mobile e-learning, rapid e-learning, virtual classroom.
- ♦ Path to reducing daily business explanations; offering appropriate training and education.
- ♦ REDUCES STRESS ACROSS ORGANIZATION.

# How MBT Is Different ♦

	MBT	Linda (LinkedIn)	Coursera	AltMBA (Seth Godin)	YouTube	TicTok
Fully curated content	↑	↓	→	↑	↓	↓
Affordable	↑	↑	↑	↓	↑	↑
MBA professors	↑	→	→	↑	↑	→
360 Degree thinking focus	↑	↓	↓	↓	↓	↓
Tailored curriculum	↑	↓	↓	↓	↓	↓
Combines theory and practice	↑	↓	↓	↑	↓	↓

# The Pillars Of MBT Learning ♦

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Three key pillars of MBT:

1. **Story-telling:** people remember stories when told well. MBT combines vicarious (learning from the experience of others) learning from experienced ex-corporate, successful start-up instructors WITH story-telling as the core.
2. **360-degree thinking:** the ability to examine a problem or opportunity from multiple perspectives greatly enhances the outcome potential.
3. **Integrated learning:** traditional learning segments teaches topics independently. This is NOT how the real business world works. **MBT embraces the integrated nature of business and teaches it in a manner that explains the full spectrum to the learner with real world examples and stories.**

# How The MBT Engine Works ✦

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Technical description:

The MBT content resides behind a secure paywall.

- ✦ Access can only be made via credentials.
- ✦ The IP address of the user is captured and saved w/in profile
- ✦ Each login compares the recorded IP address w/in the current IP. If the same, access is granted. If different, a confirmation text/email is sent to the stored contact information to enable access.
- ✦ Once w/in the MBT ecosystem, the MBT system recommends content based on previously viewed video learning. Learner can navigate content and watch videos of their choosing.
- ✦ MBT can be offered as a white-label solution integrated w/in partners' website under their own brand. The platform offers learners a branded widget embedded as a bookmark. The widget is downloaded and installed as a bookmark on the learner's browser. This content is securely accessible from the AWS encrypted server from the company computer.

# Production Value + Strategy ♦

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- ♦ Utilize the teach power through a myriad of visual devices; on-camera and motion graphics.
- ♦ Each lesson communicates clear, effective, and entertaining MBT foundational learning elements. Easy to absorb, easy to grasp and inspired the yearn to learn more and implement
- ♦ No less than 7 minutes, no more than 13 minutes.
- ♦ One topic can be broken into multiple topics for digestibility.

# How Content Will Be Delivered◆

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Professors and other experts will explain how and why concepts cross multiple business divisions.

- ◆ Video learnings will be integrated into a career simulation.
- ◆ This situation will require the learner to make decisions based upon the concepts learned.
- ◆ Correct answers will result in success, problematic answers will result in incremental learning opportunities to review the content.
- ◆ As learners process successfully through the program, they will get promoted in their career simulation.
- ◆ This is not a graded test nor affect the student's ability to earn an MBT.
- ◆ The career path ultimately allows them to earn their MBT certificate.

# Curriculum Map ♦

<b>Accounting</b>	<b>Finance</b>	<b>Economics</b>	<b>Marketing</b>	<b>Management</b>	<b>International</b>
Debits and Credits	Production Functions	Microeconomics	Marketing Mix	Managing yourself	Culture
Balance Sheet	Profit Motive	Supply	Product	Managing Others	Demographics
Income Statement	Fixed vs Variable Costs	Demand	Price	Operational Transformation Process	Cultural Distance
Operating Cycle	Break-even Analysis	Shifts of Supply	Place	Leadership	Hofstede
Accruals	Budgeting	Shifts of Demand	Promotion	Diversity	International Legal Environment
Cash Flow	Forecasting	Equilibrium	Defining the Market Opportunity	Strategy	Global Marketing
Articulation	Present Value	Macroeconomics	Consumer Decision Process	Porter's 5 forces	Management Orientations
Financial Reporting	Future Value	Business Cycle	Online Consumer Behavior	PESTEL framework	Supply Chains
Footnotes	Financial Ratios	Keynes	Segmentation	Strategic Allignment	Import
Allocations	Capital Structure	Inflation, Deflation and Stagflation	Competitive Profiling	SMART Goals	Export
Tax	Leverage	Aggregate Demand	Opportunity Assessment	Leadership Styles	
Cost Analysis	Financing Options	Aggregate Supply	Product Differentiation	Compliance	
Customer Profitabil	Foreign Exchange	Recession	Competitive Priorities	Ethics vs. Legal	
Product Profitability	Real-estate	Employment	Developing a Brand	Creating a Culture	
Due Dilligence	Decision-Making	GDP	Cultivating a Brand	Resolving Conflict	
	Estimation	Fiscal Policy	Sales and Marketing Plans	Motivation	
	Sensitivity	Monetary Policy	Co-opitition	Identifying Problems	
	Perfomance Measurement	Interest Rates	Channels	Team Dynamics	
	Modeling	Competitive Environments	Developing a Niche	Organizational Design	
	Syngeries	Elasticity		Reorganizing	
	Capital Raising	Game Theory		Matrix Environment	
	Compensation			Attracting Talent	
				Social Responsibility	
				Workforce dynamics	

# MBT Target Audience + Growth

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## **OPTION 1: CORPORATE TRAINING**

MBT will partner with corporate HR departments for new hire training, management training programs and internship programs to gain engagement to a steady stream of new users. These channels are desperately looking for engagement content to deliver benefit to both the employee and company.

## **OPTION 2: CUSTOM TRAINING PROGRAMS**

Via customized tailored content, we will meet growth demand. Whether the need is developing deeper subject matter expertise in a particular area or deeper curriculum for a company or industry, MBT will provide timely solutions for their needs. Content will be delivered how it needs: video based training, live training webinars, in-person learning experiences, or a combination..

## **OPTION 3: RETAIL DISTRIBUTION**

The content will be made available via subscription. Marketing to consumers will focus on: students looking to better understand a topic or an industry as they prepare to enter the workforce, small business owners looking to improve company performance, young professional looking to elevate their understanding to enable advancement and job seekers and career changers who want to better understand what opportunities might be available to them.

# Brand Expansion ✦

Brand We Listen. We Create. We Draw The Blueprint For Change

	In-Person Training	Assessment	Consulting	Team Development
Objective	Create awareness and knowledge within your team about your business	Get an understanding of current challenges in the office climate	Increase revenue by improving your office climate	Reduce conflict + increase productivity
Activities Topics	Operations, Business Acumen, Metrics, Culture + Climate, Efficiency and Effectiveness	Interviews Analysis Communication	Assessment Training Team Development Planning Change Management	Team Dynamics, Managing Diverse Teams, Building Team Creativity
Deliverables	Workshop / Training Report-out Check-ins	Feedback Workshop Report Check-ins	Project Plan Implementation Check-ins	Interviews Workshop / Training Coaching Follow Up Action

# Founders: Jocelyn Underwood + John Power ♦

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**Jocelyn Greenky Underwood**

Recognized as an Efficiency Expert focused on M&A and strategic specialist for globally renowned brands from inception to launch to revenue generation.

She holds an MBA in Organizational Leadership (with distinction) from Mercy College, Yale University certified negotiator and a B.S. from Syracuse University. She is an Adjunct Professor, mentor with Everwise, Women of Tomorrow, YearUp and Columbia University. She has been featured in *NY Times*, *Washington Post*, *Fast Company*, *CNN*, *CNBC*, *NY Post*, *USA Today*, *FOX*, among other media outlets She has held executive positions at Philip Morris, Wenner Media, Hachette Filipacchi. She is the author of *The Big Sister's Guide to the World of Work: a* Simon & Schuster publication. She is a co-founder of BriteBean technologies and Colin Cowie Lifestyle.



**John Power**

Thought Leader and Educator on Financial Operations, Financial Systems, Data Management, Operations Management and Business Strategy.

John is a proven executive who was most recently CFO and CAO of DS Healthcare Group, a Nasdaq listed company. Prior, John was CEO and Founder of Mark My Media, an education technology firm providing pathways to the finance industry for U.S. university students. Other roles include, COO and CFO of Mantra, a venture-backed technology firm focused on high frequency and low latency trading platforms. He was CAO at Mellon Investor Services and President of Mellon Securities. Prior John was Director of Finance for E\*Trade, and Controller / COS for Bank Julius Baer's US Private banking unit. He holds a B.S. in Finance from Manhattan College, an M.B.A. from Dowling College and a Doctoral degree in business from Wilmington University.

# Previous Clients ✦



**PRESENTATION  
MULTIMEDIA**



**BNY MELLON**



**Julius Bär**



# Examples Of Previously Delivered Courses ♦

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## Accounting: For Non-Accountants

### **For Non-Accountants:**

Learn how revenues and costs flow through the books of any organization. Managers should have a robust understanding of the implications of their decisions.

**Results:** Financial reporting has more meaning and impact in the organization

**Budgeting Process:** Understanding a budget and how to put it together, will enable better management across the organization.

**Results:** Increased buy-in and understanding of financial goals

**Cost Management:** Strategies for a more effective and efficient cost structure.

**Results:** Increased awareness and efficiency across the organization

### **Cost allocations:**

Understanding how costs get distributed, understanding your fully loaded cost of operations to more effectively manage them.

**Results:** Reduced friction between areas increases cooperation

### **Customer profitability:**

Which customers are actually profitable and by what margin.

**Results:** True understanding of you best customers, better customer engagement

### **Product Profitability:**

Which products are actually profitable and by what margin

**Results:** True understanding of your product offerings, better pricing strategy

### **Model design (Excel):**

An excel training and how to build and structure a models use in business.

**Results:** More analytical employee decision making

# Finance For People Who Don't Love Financials ♦

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## **Cash Management:**

Managing your cash, budgeting, forecasting, models and how to manage the cash effectively.

**Results:** Cash flow impact is understood and managed

## **Balance Sheet Management:**

Asset and liability management includes: timing of receipts and payments, modeling for efficiency, options for flexibility.

**Results:** Better understanding of how value is created and captured

## **Due Diligence Methods:**

How to look at an acquisition in light of what it brings to your financial results.

**Results:** Better decision-making

## **Synergy Modeling and Capture:**

In an acquisition or merger.. how to capture the most cost savings in the combined organization

**Results:** Better performance

## **Finding a strategic investor/partner:**

Investors and partners are not made the same. Which one is right for you?

**Results:** Effective partnering...from the start

## **Compensation:**

Structures - Incentives, splits and benchmarking, Performance indicators and tracking.

**Results:** Alignment between goals and compensation

## **Real Estate Operations:**

How a broker operation works - maximizing your profits, structuring a deal

**Results:** Understanding how the business works...end-to-end

## **Banking Operations**

The mortgage process, credit, bank operating model

**Results:** Getting the best for your client

## **Capital Raising alternatives and impact:**

Equity capital, convertible debt –understanding the multiple ways to raise capital for the projects in which you are involved.

**Results:** Better decision-making

## **Optimizing Financial policies, procedures and practices:**

Risk management in financial reporting

**Results:** Understanding the concept of risk and how to manage it

# Marketing Courses For Those Who Should Know ♦

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## **Developing Co-opetition partners**

Finding and developing your most Unlikely sources of cooperation with your competitors

**Results:** Think differently to win more business

**The competitive landscape:** figuring out how to win:

Mapping the competitive landscape and finding areas on which to capitalize

**Results:** Better understanding of full competitive landscape

## **Channels and Supply Chain management:**

Understanding and selecting the right ways to bring your properties to market

**Results:** Define the right sales strategy for each property

## **Segmentation for customer engagement:**

Slicing and dicing your customers based upon their profiles. Develop customer profiles to engage them at a deeper level.

**Results:** Better customer relationships

## **Developing a niche:**

Carving out a distinct market segment. Playing to your strengths and becoming THE expert for a market niche.

**Results:** Learn to define and own a piece of the market

## **Product Strategy:**

Defining your products, their benefits and your true points of differentiation.

**Results:** Learn to stand out from the crowd, in a positive way.

# Management ♦

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## **Organizational Design:**

Structuring the organization for better alignment

**Results:** Optimize the team

## **Reorganization Management:**

how do you do this without destroying the current value

**Results:** Results without problems

## **Managing in a matrix environment:**

Ensuring that your centers of excellence are what they were meant to be

**Results:** Eliminate cross communication

## **Integrating strategy and vision into your department:**

Aligning subunits with the overall. Corporate strategy

**Results:** Everyone pulling in same direction

## **Data Analysis:**

Understanding your information and utilizing it for better decision making.

**Results:** Make data driven decisions

## **Attracting Talent:**

Strategies for engagement across various demographics effective to your organization

**Results:** Get the right people wanting to work with you

## **Leveraging technology for efficiency:**

Understanding what proceeds can be made more effective and profitable through technology

**Results:** Use more than the calendar and email on the computer

## **Subsidiary / Joint Venture Development:**

Times when you are better off partnering with someone or creating a subsidiary to create an arms length type of relationship. When and how is that executed?

**Results:** Optimize the value through multiple channels

## **Managing a turnaround:**

Restructuring your group / team

**Results:** Do it once, do it right

## **M&A**

Integrating an acquired business

**Results:** Capture the intended value

# **MBT**

## **(Master's of Business Thinking)**

Education that delivers profits

**Q & A**

**what questions do you have for  
us?**

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