

Antiphony Course Offerings

Contents

Overview	2
Audience	2
Our Approach	2
Format	2
Course Offerings	3
LEADERSHIP DEVELOPMENT	3
INNOVATION AND NEW PRODUCT DEVELOPMENT	3
INDIVIDUAL AND TEAM PERFORMANCE IMPROVEMENT	4
FINANCIAL MANAGEMENT	5
CORPORATE GOVERNANCE	5
Instructors	6
Jeffrey Babin, Managing Director	6
Rob Weber, Managing Director	6
Ellen Weber, Vice President	6
About Antiphony	7
Contact	7

Overview

To address the developmental needs of high-growth companies, Antiphony has created an innovative educational program, Antiphony IMPACT™, which is designed to enhance the leadership capabilities of individuals and their organizations.

This customizable, on-site program allows high-growth companies to draw upon a vast range of entrepreneurial, educational and investing experience to address the critical issues they face each day. Participants learn about a variety of strategies, tools and techniques for advancing their companies' strategic direction and implementation capabilities.

Antiphony IMPACT encompasses a portfolio of education programs which include the following disciplines:

- [Leadership Development](#)
- [Innovation and New Product Development](#)
- [Individual and Team Performance Improvement](#)
- [Financial Management](#)
- [Corporate Governance](#)

Audience

The Antiphony IMPACT program is designed for senior executives and managers responsible for operational results at high-growth companies. The highly-interactive classes are held on-site at participating companies and can be tailored to address their unique needs and challenges.

Antiphony also can deliver a number of programs geared towards all employees across the organization.

Our Approach

A distinctive feature of Antiphony's IMPACT program is its cross-discipline curriculum which draws upon the conceptual frameworks taught at the nation's leading business schools, combined with real-world insights from successful investors and entrepreneurs. The program is designed to provide leaders and managers with a strong foundation of leading-edge business practices to help them leverage their strengths and make better decisions.

Format

Antiphony programs may be customized to be delivered in single sessions or multiple, integrated sessions as required.

Course Offerings

COURSE	Participants Will Learn How To...
LEADERSHIP DEVELOPMENT	
Mission, Vision and Values	<p>Develop Mission, Vision and Values for your organization.</p> <p>Communicate your vision and align the organization and culture to that vision.</p>
Leadership Seminar	<p>Examine individual management styles and approaches to decision-making.</p> <p>Discuss how to lead your group through change, and align them to the company's mission.</p> <p>Learn how to provide performance feedback and effectively use your company's performance management system.</p> <p>Practice coaching techniques to improve the performance of your employees.</p> <p>Learn how to create a participatory team environment focused on results.</p> <p>Discover how best to motivate your employees.</p> <p>Improve use of active listening skills to improve communication on the team.</p> <p>Learn new conflict management and problem-solving techniques.</p>
INNOVATION AND NEW PRODUCT DEVELOPMENT	
Idea Generation & Evaluation	<p>Describe procedures and source for finding ideas</p> <p>Use creative group process techniques to generate and evaluate good ideas</p> <p>Identify critical elements of a "good" idea</p> <p>Evaluate Universities and Government research labs as a source for ideas</p>
Product Concept Testing and Market Research	<p>Review tools and techniques for market research</p> <p>Refine product concepts in response to market feedback</p> <p>Identify customer value proposition and mechanisms for measuring value</p>
Business Models and Product Strategy	<p>Contrast alternative business models</p> <p>Discuss competitive analysis methods</p> <p>Review Technology Lifecycle framework</p> <p>Identify critical economic drivers for both revenue and cost</p> <p>Evaluate Whole Product Solution planning</p> <p>Develop and test alternative approaches to pricing</p>

COURSE	Participants Will Learn How To...
INDIVIDUAL AND TEAM PERFORMANCE IMPROVEMENT	
Communication Skills	<p>Understand how personality preferences impact decision-making, goal-setting, communication styles, organizational contributions, and general work style, using the Myers-Briggs Type Indicator.</p> <p>Identify similarities and differences among team members, and engage individuals' natural strengths to help build an effective, productive, satisfied work group.</p>
Conflict Management	<p>Understand how individuals behave in conflict situations and the impact of that behavior, using the Thomas-Kilmann Conflict Mode Instrument.</p> <p>Examine the role of dissent in developing alternative strategies and promoting innovation.</p> <p>Develop a neutral language to discuss differences among diverse individuals and to provide constructive feedback.</p>
Decision-Making	<p>Understand the fundamentals of the decision-making process.</p> <p>Apply a variety of tools to the decision making process.</p>
Making Meetings Work	<p>Identify different types of meetings; when to have meetings and when to skip them.</p> <p>Learn new tools to making meetings significantly more effective, and apply to your company's meetings.</p>
Cross-Functional Workshop	<p>Learn and apply a methodology to your organization that will help all employees involved in a process to think cross-functionally, understand key needs and business relationships to save costs and time and improve client and employee satisfaction.</p> <p>Also serves as a team-building tool.</p>
Enhancing Customer Service	<p>Assess the organization's ability to deliver excellent customer service and pinpoint key developmental areas for improving customer service.</p>
Time Management	<p>Assess your time management strengths and weaknesses</p> <p>Understand how to focus on priorities and increase productivity</p>
Change Management	<p>Discover how to lead people through organizational transitions.</p> <p>Understand how to prepare for the change, communicate the change, deal with resistance and increase team involvement to establish the change.</p>
Process Improvement	<p>Learn a 7-step process improvement model and apply to your critical business processes to save cost and time and improve client and employee satisfaction.</p>

COURSE	Participants Will Learn How To...
FINANCIAL MANAGEMENT	
Finance and Accounting Basics for the Non-Financial Manager	<p>Develop a deeper understanding of accounting and financial principles in order to evaluate financial data and reports.</p> <p>Understand your company's underlying business model, cost drivers and revenue generators.</p> <p>Understand your company's key metrics and how their decisions and actions impact the company's bottom line.</p> <p>Understand the budgeting process.</p>
CORPORATE GOVERNANCE	
Corporate Governance for Private Companies	<p>Understand the Sarbanes-Oxley Act and how to comply with the spirit of these reforms.</p> <p>Identify best corporate governance practices, especially as they relate to your Board of Directors, Financial Reporting, Internal Metrics, and Corporate Values and Ethics.</p>
Creating Effective Boards	<p>Review the changing oversight role of the board as a result of new rules and regulations.</p> <p>Identify best practices for creating effective boards and apply to your current board structure and processes.</p>
Creating Effective Advisory Panels	<p>Evaluate the different types of Advisory Boards and determine which one is right for your organization.</p> <p>Learn how to leverage the knowledge and influence of customers or industry experts.</p> <p>Identify how to obtain input, guidance and advice from your advisory panels.</p>

Instructors

Jeffrey Babin, Managing Director

Jeffrey Babin has more than 20 years of experience developing business strategies for emerging companies as well as Fortune 500 clients including AT&T, Hewlett-Packard, IBM, and Intel. Jeffrey is a Managing Director and founder of Antiphony Partners, LLC, a strategic consulting firm that specializes in helping emerging companies create sustainable value. Prior to Antiphony, he served as CEO of Corporate Technology Ventures, a company he founded and grew into one of the nation's premier medical software publishing companies. Jeffrey has been a Lecturer in Entrepreneurship for the Wharton School of the University of Pennsylvania since 1993 and currently holds an appointment as Lecturer in the Marketing. He also is a Project Faculty member for the Wharton Global Consulting Practicum. Additionally, he serves as a Lecturer in Engineering Entrepreneurship at the School of Engineering and Applied Science (SEAS) at the University of Pennsylvania, and as Associate Director of the National University of Singapore's College in BioValley (a cooperative educational exchange program with SEAS), is a member of the Greater Philadelphia Venture Group's Education and Outreach Committee, and is a frequent lecturer on emerging business strategies nationally. Jeffrey earned a B.A. degree from the University of Pennsylvania and an MBA from The Wharton School.

Rob Weber, Managing Director

Rob Weber has held a variety of executive positions for emerging technology companies. Most recently, he served as President of knoa, an e-learning software company, where he successfully redefined the corporate product strategy and repositioned the company to capitalize on new market opportunities. Additionally, he served as President of Elastomeric Technologies, a leading electronic connector manufacturer. Rob is a founder of Robin Hood Ventures, an angel investment fund focused on emerging growth companies. Additionally, he serves as a Lecturer at The Wharton School where he teaches business planning and entrepreneurial management. Rob earned Bachelor of Science in Economics and Bachelor of Applied Science degrees from The Wharton School and School of Engineering at The University of Pennsylvania.

Ellen Weber, Vice President

Ellen Weber has extensive operational and human resource expertise. Prior to joining Antiphony, Ellen was a vice president at the Mayer Leadership Group, an executive coaching firm. She also was instrumental in the growth of Investor Force, a provider of technology-based solutions for institutional investment professionals, where she created the company's initial human resources department, facilitated strategic planning, and managed the organizational aspects of the company's mergers and acquisitions. Additionally, Ellen spent twelve years at Shared Medical Systems where she was responsible for initiatives encompassing organizational development, customer support and corporate communications. She also has served as a senior consultant for Andersen Consulting, and she currently is the executive director for Robin Hood Ventures, an angel investment fund focused on emerging growth companies. Ellen graduated from The Wharton School with a B.S. in economics.

About Antiphony

Antiphony is a strategic consulting firm that helps entrepreneurial companies create sustainable value. Through its proprietary Relaunch® methodology, Antiphony works with senior executives to successfully: develop innovative business models, bring new products and services to market, and build profitable operational infrastructures. Drawing upon extensive experience as entrepreneurs and investors, combined with entrepreneurial academic research, Antiphony helps clients uncover unique insights into their businesses to capitalize on new opportunities. Antiphony's consultants have helped hundreds of emerging companies succeed by developing and executing good ideas.

Contact

For more information, contact:

Ellen Weber, SPHR
Vice President, Human Capital Strategy

eweber@antiphony.com
(610) 889-2299 phone
(484) 214-0076 fax
(610) 246-6606 mobile

Antiphony Partners, LLC
200 Musket Lane
Wayne, PA 19087-1107 (USA)
www.antiphony.com