

The Tudog Training Modules

Tudog has recently launched its much anticipated Training Division after having been developing the models and tools during the past three years of engagement in training programs in Central America. In preparing our models and developing our materials we have sort to focus on the practical need for how-to information, avoiding some of the more academic approaches to knowledge transfer. Our training programs are designed to give the participants the underlying logical reasoning, the process for implementation, the mechanisms for implementation, the tools for review and analysis, and the capacity to monitor execution.

The Tudog training models provide the knowledge and operational processes necessary to instigate change and sustain higher levels of performance. The tools serve to transmit information in practical ways that are integrated into the operations of the company, while also immediately demonstrating value and results. The Tudog tools are:

1. **Capital Administration Tool (CAT)** – includes monitoring and controlling of costs and the allocation of resources to maintain operational standards. This tool enables companies to understand the financial aspects of their business, manage the all the variable and fixed costs of operations, and secure profitability.

2. **Idea Generation Application (IGA)** – includes creative and practical tactics for the generation and evaluation of ideas using market data, channels, communications, entrepreneurship skills, management criteria, organizational factors, costs, and other operational imperatives as guidelines. This tool enables the development of operational and marketing concepts and the planning, feasibility evaluation, and execution of viable ideas.

3. **Marketing Assessment Tool (MAT)** – includes methods for gaining access to market intelligence and tools for analysis, tactical development of marketing strategies and compatible tactics, implementation guidelines and the parameters for monitoring and adjustment. The Tudog Marketing Paradigm is comprised of 5 components; Intelligence: the collection of reliable data providing a precise overview of the market and its players, Strategy: the formation of a well conceived strategy based on the information available, Tactics: the development of tactics designed to fulfill the mission formed as the core strategy, Implementation: the execution of the comprehensive, integrated tactics formulated, and Monitoring and Adjustment: the tracking of performance and the adjustment of the marketing program to emphasize tactics that are demonstrating results. This tool enables the identification of key advantages (distinctive competences) and the creation, evaluation and implementation of a comprehensive, integrated marketing program focused around the core benefits of the company's product or service. The model includes the formation of marketing program options, communications, channel deployment, and measurement.

4. **Partnership Acquisition Tool (PAT)** – includes recognizing strategic partnership needs and opportunities, improved negotiation skills, agreement conclusion processes, and implementation and monitoring mechanisms. This tool enables the development of strategic partnerships for the purposes of efficiency, improved competitiveness, capital recruitment, and other strategic objectives.

5. Operations Sustainability Tool (OST) – includes standardizing and embedding best practices and operations for prolonged profitability. The tool includes operational guidelines for technology integration, intelligence gathering, logistics, competitive practices, growth management, and operational administration. This tool enables the creation and embedding of processes (according to operational needs) that establish stability, consistency of operations, and profitability.

6. Capital Recruitment Tool (CRT) – includes the process of preparing for funding, identifying potential sources of funding, and gaining access to targeted sources. The Tudog model is comprised of four components – Access: an overview of the company and its potential liabilities, Repair: a process of fixing the problems to improve chances for funding, Prepare: the creation of the documents and financial projections needed to secure funding, and Approach: the selection of viable funding options and the submission of funding documents and request. This tool enables companies to structure their businesses so as to meet the investment or lending criteria of capital sources, including financial, operational, and marketing documents.

The Tudog training modules are designed to illustrate a reliable, replicable, and sustainable series of business processes that, when combined, amount to a collective set of best practices for small and medium sized enterprises. The dedication to real-world business issues and the emphasis on pre-empting, bypassing or eliminating common business challenges makes these set of business models ideal for training start-ups, emerging enterprises and small growing companies.