



LEONARDO

Management Development Program

Unleash the full potential of your managers and start growing your practice.

This exclusive course is specifically designed to enhance the success of eye care professionals. Over a 6-month learning period, the Management Development Program will sharpen your Practice Managers' business operations skills, enabling them to increase profits while continuing to manage the day-to-day operations of your practice.

Learn business & people skills from industry experts

By combining face-to-face sessions with live virtual classes, our blended learning approach is adapted to the needs and interests of every individual learner.

In addition to the live sessions and virtual classes hosted by guest speakers and industry experts, program attendees will participate in individual 1:1 coaching discussions to further enhance the overall learning experience.

Real work experiences



Individual coaching



Project-based learning

To enroll or learn more, please contact the Leonardo support team at:
leonardosupport@essilorluxottica.com



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What you will learn

Discover the Management Development Program and gain the confidence and business expertise you need to positively impact your eye care practice.

Business Operations

Strategic planning
Order management
Quality control
Vendor relationship management
Facilities management

Customer Excellence

Uncovering patient needs
Patient flow and handoffs
Obtaining customer feedback
Managing patient issues
Empowering staff

Financial Management

Principles of finance and budgeting
Financial reporting
Cost of goods sold
Understanding key metrics
Maximizing profits with managed vision care
Optical remakes
Inventory revenue

People Leadership

Selection and hiring
Developing and retaining staff
HR basics
Performance and change management
Management and leadership skills

Revenue Strategies

Merchandising
Pricing strategies
Product mix
Lens portfolio
Marketing strategies
Inventory selection and space management
Inventory turn strategies

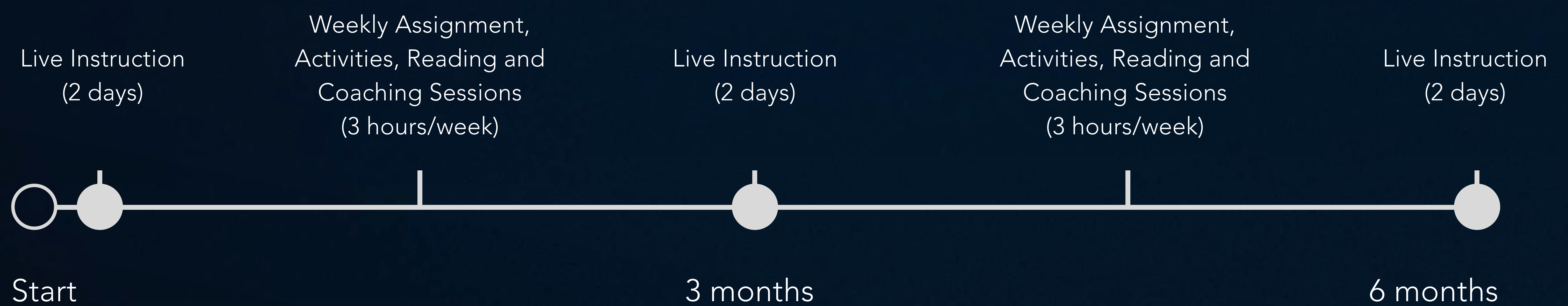
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Program timeline

This comprehensive, 6-month course combines real-world activities, classroom instruction, individual coaching, and project-based learning experiences.



The Management Development Program is available for \$1999, per person. Included with the enrollment fee, participants will have full access to the Leonardo platform for 1 full year from the date of purchase.

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