

Stratology | *Bite-sized MBA*

How to use the Bite-Sized MBA

Setting up your account for the first time:

1. Please visit www.stratology.com/ashurst and follow the instructions provided.
2. On completing step 1 above you will be sent an automated email. Click on the validation link in the email.
3. Once you have clicked on the validation link your account will be set-up.

Logging in to the Bite-Sized MBA and using the resources:

1. Once your account has been set-up you will be able to login from then on using the <https://www.stratology.com/join-login/> page.
2. Enter your username and password at the top of the page (in the **Login for existing users** section) in order to login.
3. Once you have logged in, please click on the **Online MBA** tab at the top of the page.
4. Watch all the videos in a given module in the order in which they are set out together with the corresponding **Bonus Videos** (these can be found in the **Bonus Materials** sections on the right hand side of the page).

There are three modules in the course. The total running time of all the videos in each module is approximately 1 hour 15 minutes. Each video lasts for 8 minutes on average, allowing you to build the course around a busy workload. We recommend that you try to watch each module in one chunk where possible.

5. Once you have watched all the videos in a module, please complete the specific **Worksheet for Professionals** that relates to that Module. (This can be found next to the final **Bonus Video** in the module).

The first few exercises on each of the **Worksheets for Professionals** will ask you to work on your own, applying the frameworks and methodologies to a client with which you are familiar. You can download this document, complete it and save it in Word format as often as you like for as many different clients as you like.

The last exercise on each of the **Worksheets for Professionals** encourages you to share your findings with your colleagues. This will not only provide you with a richer appreciation of the firm's clients but also to help you to identify areas of interest and expertise internally, thereby expanding opportunities for cross-selling.

Please note: The **Worksheets for Professionals** referred to above are those shown in the **Bonus Materials** areas shown on the right hand side of each module. Whilst you may access other worksheets on the website, they will be of less relevance and they are not saveable in Word format.