



**Adam Smith
TRAINING**



Course led by
John Alexander
who is the leading expert in management training for governmental agencies as well as private companies in the UK and all over Europe and the Middle East. Most of his private clients are within the blue chip and FTSE100 arena and include such companies as Visa International, Forte Hotels, Rolls Royce Cars, British Telecom and many other world renowned companies.

FTSE 100

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(Visa International),
(Forte Hotels),
(Rolls Royce Cars),
(British Telecom)

17-18 September 2007 : 17-18
Marriott Aurora Hotel, Moscow :

2007

Register by
1 June and
SAVE £200

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Management Skills for Senior Managers

A two day course that will enable you to lead, motivate and communicate your message with confidence

- Your Influencing Style - identify your preferred influencing style when communicating with others
- Your Behavior Versatility - determine your preferred 'Working Style Behaviour'
- Leadership Audit - identify your leadership style and learn how to adapt it to suit different situations
- Vision and Strategy - develop strategic thinking and manage strategic directions
- Win/Win Outcomes - understand and manage conflict situations

Save up to 30% and improve performance with our cost effective tailored in-house courses! (see inside for details)

30%

30%

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17–18 September 2007, Marriott Aurora Hotel, Moscow

MANAGEMENT SKILLS FOR SENIOR MANAGERS

Course Overview – lead and make others follow you!

The need to be able to think and operate strategically, lead, influence, create the right working climate and get your message across succinctly to colleagues, customers and stakeholders has never been greater. This course covers a range of advanced strategic, leadership and interpersonal skills that will enable you to set your vision, lead, communicate and influence and, at the same time, build strong working relationships.

Your Expert Trainer – John Alexander

John Alexander is the leading expert in management training for both governmental agencies and private companies in the UK and across Europe. Most of his private clients are within the blue chip and FTSE100 arena and include companies such as Visa International, Forte Hotels, Rolls Royce Cars, British Telecom and many others. John's training schedule takes him all over the UK, Europe and the Middle East.



John is a Certified Master Practitioner of Neuro Linguistic Programming (NLP), a Member of the Association for Management Education and Development (AMED) and a certified trainer for the Institute of Leadership and Management (ILM).

John Alexander has designed and written over 100 training programs in Management, Efficient Selling, Customer Care, Interpersonal Relationships and other topics. John's trainings are aimed at all levels from the CEO to executives who manage individual departments.

A perfect mix of great knowledge and expertise in psychology and practical business instruments make John Alexander a unique expert in training programs and a leading trainer in Europe.

Limited Numbers

To meet your training objectives it is essential to ensure that you receive both one-on-one tuition and undertake activities in small groups. The number of participants attending each course will therefore be strictly limited.

The course is designed for...

This course is suitable for experienced senior managers who want to excel at developing an effective strategy, lead and communicate their vision to colleagues, customers and other stakeholders.

„Very interesting and useful“

Gunaz Idiyatullina,
Marketing Development
Manager, BASELL

„Well structured, very useful and good value“

Andrey Shabalin,
Commercial Director,
Sibirskiy Bereg

„Real instrument for business“

Igor Lyasota, Branch
Development Manager,
MARS

Related courses

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For more information please contact Olga Chulkova on +7 495 232 40 60 or ochulkova@adamsmithtraining.com



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TRAINING**

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YOUR COMPREHENSIVE COURSE PROGRAM

Lead and make others follow you!

To book
online, visit
www.adamsmithtraining.com

Day One: 17th September 2007

Introduction - Understanding leadership

- Clarifying the difference – Leadership Vs Management
- What do great leaders have in common?
- Identifying your key challenges for the 21st century leader
- Ensuring your organisation is 'fit for purpose' and is able to respond with innovation and flexibility to a changing environment

The strategic leadership blueprint

- The Strategic Leadership Blueprint has four key components:
 - Mission and Purpose – "Why are we here?"
 - Vision, Beliefs and Values
 - The Strategic Plan – "Where are we going and how will we get there?"
 - The Tactical Plan – "How can we make it happen and how will we know we have arrived?"

Exercise: create your new leadership blueprint

Developing an effective vision

Why you need a vision

- How to develop your vision
- Aligning your values with your vision
- The use of 'Future Pacing' to test your vision

Exercise: developing your vision

Developing an effective strategy

- Developing strategic thinking and awareness
- Managing strategic direction
- Organisational effectiveness - developing your Strategic Outcome Frame
- Considering factors that affect strategy –
 - "who/what affects our strategy?"
 - "who/what does our strategy affect?"
- Addressing the importance of marketplace trends using the powerful S.T.E.P.S. analysis model

Exercise: assessing your current strategy

Leading your people – building a high performance climate

- Understanding organisational climate and its effect on performance
- How climate works
- The '4 climate zones':
 - Personal climate
 - Team climate
 - Internal customer climate
 - External customer climate

Exercise: developing an effective climate

Understanding and managing different personalities

- An introduction to Transactional Analysis
- Identifying the 5 emotional 'Ego States' that drive behaviour
- How to manage the other person's ego states to aim for a 'win/win' outcome
- Aiming for the 'I'm OK-You're OK' outcome for you and your team

Exercise: establishing when to use what ego state when managing others

Day Two: 18th September 2007

Influencing others

- Recognising that everyone is unique and you experience everything through your own 'Map of the World'
- 'Pace and Match' others' style and then 'Lead' them forward to achieve your outcome
- Communicating with and influencing 'mis-matchers'; those people who go out of their way to create 'friction'
- Identifying the four key working styles behaviour
- Assessing and identifying the working styles of those you have to communicate with
- Developing your ability to pace the other person's style by adapting your own style
- Using the working styles behaviour to communicate, influence and persuade at face to face and over the telephone

Exercise: establishing what behavioural strategies to adopt when influencing the four working styles

Giving quality feedback

- Feedback is essential to enable others to understand how they perform and behave
- Why feedback is an essential part of motivation
- Understanding the differences between feedback and criticism
- Using behaviour based feedback for best results
- The two types of feedback – Corrective and Developmental

Role Play: giving feedback to correct under performance

Overcome conflict assertively and achieve win/win outcomes

- Understanding the underlying causes of conflict and how to deal with them effectively
- Identifying the conflict management styles and when to use them for maximum effect
- Recognise that conflict can be a positive lever to 'open up' team, colleague and customer issues
- Recognising your preferred conflict management style and that of those you have to deal with and use these to influence effectively
- Using effective assertiveness techniques to deal with conflict in a positive way

Role Play: resolving departmental conflict

Understanding and managing organisational conflict

- Identifying and understanding the four political styles used within organisations
- Know how to use 'relationship management' strategies to navigate your way through the politics
- Use the 'I.D.E.A.S.' tactical plan to build strong allies
- Identify the 'inner circle' members, the influencers and blockers

Exercise: develop your political route map to strengthen your ability to influence

IMPORTANT INFORMATION FOR RUSSIA BASED COMPANIES

Adam Smith Training delivers high-quality IN-HOUSE COURSES, which can be held at a time and place to suit you. In-house training is the ultimate performance improvement solution.

Here's why:

- We will conduct a professional stage one training needs analysis to identify your key business issues in a training context
- You will receive a tailored training solution, designed to meet your needs, exact specifications, requirements and objectives
- Our TNA (training needs analysis) framework will ensure the course is results orientated
- We can incorporate company or operational data within the training to ensure everything is 100% focused on your business

**MAKE BIG SAVINGS
& IMPROVE
PERFORMANCE
WITH IN-HOUSE
TRAINING!**

- You will benefit from the international experience of our world renowned experts
- You make substantial cost savings!

FREE TRAINING NEEDS ANALYSIS OFFER

If you would like to benefit from a no obligation initial needs analysis discussion, or if you would like more information on how Adam Smith Training In-Company solutions can benefit your team, department or organization, please contact: Ina Ukstina on + 44 20 7017 7448 or ina@adamsmithtraining.com

