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*"Leadership is the art of getting someone else to do something you want done because they want to do it." -Dwight D Eisenhower*

## ***Announcing a radical new breakthrough in leadership and management development in the UK ...***



**Ken Blanchard**



**Stephen Covey**



**Linda Hill**



**Patrick Lencioni**



**Tim Sanders**



**Daniel Goleman**

***Exclusive and unprecedented personal access to more than 300 of the world's top business writers, leadership gurus, MBA faculty and CEOs***

Dear HR Professional,

## **Most management training doesn't work.**

If you've ever bought leadership or management training, then it's likely that at some point you'll have been confronted with this same blunt truth.

Not only does most management training not work, it's often poorly received among the very people it was designed to serve – managers themselves.

And with good reason. If today's hard pressed, target-driven manager is to justify taking time away from the business, then it had better be worth his or her while. And here we get to the root of the problem:

- **Many managers regard training as an erosion of their time**
- **They've 'heard it all before'**
- **They fail to relate it to their own experience**
- **They can't understand why they're being trained**
- **They feel their time is better spent doing their jobs**

- **The agenda doesn't meet their personal needs**
- **They feel exposed in the presence of their peers**
- **They frequently feel threatened and undermined**
- **They don't trust or respect the trainer**

The list goes on. And open dissent among managers is just the tip of the iceberg. Because for every manager who speaks up, it's safe to believe there are others who keep their reservations to themselves and go along with ineffective training, if only for a quiet life. It's like the Emperor's new clothes.

## **So why do businesses continue to struggle with this problem? And why do they keep repeating the same costly mistakes?**

Because, quite rightly, training is regarded as essential to the performance of an effective manager. Indeed, managers themselves are the first to acknowledge the critical role of ongoing personal development.

## **But it depends on what form that development takes.**

Because, of course, not *all* management and leadership training is the same. Far from it. When properly implemented, training can be a potent tool for change. But for many organisations, training takes place in a vacuum. It's a one-time event, seminar or workshop that happens out of context with the business as a whole. To be successful, training and development must be integrated with initiatives that are tied into an organisation's business needs and goals over the long term.

## **Training must also be delivered by practitioners who possess the insight and genuine ability to drive home learning. This is especially relevant when training managers at senior levels.**

*"Leadership is a combination of strategy and character. If you must be without one, be without the strategy."* Gen. H. Norman Schwarzkopf

Senior managers' skill gaps can be notoriously difficult to identify and address. For this reason, the conventional 'one size fits all' development programme seldom hits the mark.

Then *who* is able to train senior managers? After all, a senior manager has usually become 'senior' by virtue of his or her abilities. And senior managers tend to have confidently held views and opinions when it comes to management and leadership. For this reason, finding a trainer who embodies the combination of charisma, knowledge and sound business acumen that is

likely appeal to senior managers can be like the proverbial needle in a haystack.

By their nature, senior managers tend to be highly motivated self-starters and dedicated life-long learners. But while senior managers aren't averse to learning, it's essential they have a high level of respect for whoever is teaching them. Or they will simply switch off.

It makes sense then that the most effective people to train senior managers are those same writers, thinkers and leaders who helped shape the modern corporate landscape in which senior managers operate.

**Visionaries such as Stephen Covey, Jason Jennings, Ken Blanchard, Daniel Goleman, Marcus Buckingham, Linda Hill, Patrick Lencioni, Tim Sanders and over 300 other leading figures from the world of leadership and management.**

*"Effective leadership is putting first things first. Effective management is discipline, carrying it out."* Stephen Covey

But even if it were possible to command an audience with any or all of these enlightened business minds, the cost would be beyond the reach of all but the most committed training budgets.

Until now ...

**Introducing - \*\*\*\*\*™**

**A radical new breakthrough in management and leadership development in the UK**

**Exclusive and unprecedented personal access to the world's top business writers, leadership gurus, MBA faculty and CEOs, via SATELLITE, VIDEO and WEBCAST - LIVE AND INTERACTIVE**

**Beamed directly to the desktops of your management team**

Who better to translate the paradigms of modern leadership and management into hands-on practice than their very architects? These are the same people who wrote the books that line the walls of managers' offices worldwide. The same respected names that have almost certainly inspired managers within your own organisation through their writings and teachings.

## How would your management team respond if they were offered individual and unlimited access to these same business minds, 24/7?

*"Effective leadership is not about making speeches or being liked; leadership is defined by results not attributes." Peter Drucker*

### Over 400 Exclusive Video Programmes, including ...

- **250+ Leadership 'QuickTalks'**
- **150+ CEO and MBA 'QuickTalks'**
- **Up to 8 Annual Live Executive Leadership Events, incorporating LIVE Q&A sessions**
- **Annual Professional Support Events**
- **Live Events by Webcast, Satellite and Video Conference**
- **Leadership & Management Development Training Courses**
- **Comprehensive Participant and Facilitator Guides**
- **Promotional Materials, Transcripts and Assessments**

A learning resource like no other. Continually updated and expanded. Give your management team unprecedented access to the minds of the world's top business thinkers.



Ken Blanchard



Stephen Covey



Linda Hill



Patrick Lencioni



Tim Sanders



Daniel Goleman

*"To date, this [\*\*\*\*\*] is the highest quality, most cost effective and easiest to access training and development approach I have seen in the marketplace."*

**Frank Edwards, Manager, Global Leadership Development, Advanced Micro Devices**

**How would tapping into this wealth of talent impact upon the productivity of your business?**

**This is what you get ...**

A unique platform that enables the world's foremost business minds to illuminate and expand upon their insights in 'real time' ...

- **Total flexibility – no more logistical nightmares**
- **Powered by the world's most up to date conferencing technology**
- **Allows managers a 'personal' audience with the speakers, CEOs and gurus of their choice**
- **A vast range of programmes and talks means that managers will always find the *right* material for their development needs**
- **Complements and reinforces existing and ongoing development programmes**

**Let's examine this extraordinary development tool in more detail. \*\*\*\*\* consists of three main elements:**

### **1/ Live Leadership Events and Live Professional Support Events**

Live and interactive 90-minute broadcasts featuring leading business authors, experts and thought-leaders. Live and interactive events targeted to developing functional skills for managers and sales professionals. Ideal for senior managers and executives.

**Submit questions to the speaker via telephone, fax and email, which are then answered during a 30 minute Q&A session.**

Includes downloadable participant and facilitator guides, and internal communications materials.

- All live events are fully archived for on-demand viewing
- All live events are included as part of your subscription to the \*\*\*\*\*
- Up to 8 complimentary live events every year

Just take a look at three recent live events - each delivered by world - renowned leaders in their subjects:

**Live Event 1: John Kotter on *Leading Change* –**



**13 March 2007 12 – 1:30 PM**

Harvard-professor John P. Kotter is the world's foremost authority on business leadership and the change process. In this gripping 90-minute talk he asks why some leaders are able to get their organisations to change dramatically to remain ahead of the competition - while most do not. John Kotter distils twenty-five years of experience based on lessons he has learned from diverse organisations and businesses. He has examined the efforts of more than 100 companies to remake themselves into better competitors. He identifies the most common mistakes leaders and managers make in attempting to create change and offers an eight-step process to overcome the obstacles and carry out the change agenda: establishing a greater sense of urgency, creating the guiding coalition, developing a vision and strategy, communicating the change vision, empowering others to act, creating short-term wins, consolidating gains and producing even more change, and institutionalising new approaches in the future.

**Live Event 2: Linda Hill on *High Performance Management* –**



**10 May 2007 12 – 1:30 PM**

No book has captured the trials and traumas of the transition from star performer to competent manager better than Linda Hill's best-selling business classic *Becoming a Manager*. In tracing and analysing the experiences of nineteen new managers, Hill revealed the profound complexity and difficulty of effective management. In this live event Linda Hill expands and elaborates on the crucial issues of dealing effectively with organisational politics and developing and leading diverse teams, as well as on how managers can prepare themselves to become effective leaders over the course of their careers. Essential and inspirational viewing.

**Live event 3: Tony Schwartz on *The Fully Engaged Leader* – Managing Energy (Not Time) to Maximise Performance**



**10 April 2007 12 – 1:30 PM**

Co-author of Donald Trump's *The Art of the Deal*, Tony Schwartz spent several years on a personal quest to seek out the most influential truth seekers in the USA. What he discovered was profound. See how he applies his discovery to the thorny question of leadership, and then pick his brains in the interactive post-seminar Q&A session.

**Annual Briefing for Administrative Professionals**

The 2007 Annual Briefing for Administrative Professionals is the only LIVE satellite (and web) training event devoted to recognising and celebrating the contributions of administrative professionals to the workforce.

**This year's briefing features *Winning in a Changing World*, with Marcus Buckingham and Libby Gill, 24 April , 2007 1:00 – 3:00 PM (plus a Microsoft Bonus Session from 3:00 to 4:00 PM )**

Marcus Buckingham, co-author of the international business blockbuster, *First, Break All the Rules*, and Libby Gill, author of the best-selling *Travelling*

Hopefully: *How to Lose Your Family Baggage and Jumpstart Your Life*, share a platform to deliver a scorching interactive seminar for the \*\*\*\*\*.

## **2/ Leadership & Management Development Training Courses**

The second element of the \*\*\*\*\*. Over 200 on-demand training programmes, covering over 28 key competencies and topics, ranging in length from 5 minutes to over 120 minutes. A complete on-demand library, featuring every conceivable angle of leadership and management development.

- **Created by leading content developers and publishers**
- **A comprehensive and continually updated training resource**
- **Full downloadable support materials**
- **Allows managers the freedom to view courses at their own pace and at a time that suits *them***

### **Training Courses By Competency ...**

- **Attracting Talent**
- **Behaving with Values and Ethics**
- **Building Teams**
- **Coaching for Behavioural Change**
- **Collaborating for Results**
- **Communicating with Impact**
- **Customer Focus**
- **Delivering Powerful Presentations**
- **Driving Innovation**
- **E-Business**
- **Empowerment**
- **Harnessing Technology**
- **Influencing for Change**
- **Leading People**
- **Legal Considerations**
- **Listening Effectively**
- **Managing and Adapting to Change**
- **Managing and Developing Talent**
- **Managing Time Effectively**
- **Marketing Strategy and Branding**
- **Mentoring with Integrity**
- **Motivating for Results**
- **Navigating Corporate Culture**
- **Operational Decision Making**
- **Organizational Strategic Focus**
- **Preventing Sexual Harassment**
- **Priority Setting**
- **Problem Analysis**
- **Project Management**
- **Retaining Talent**
- **Safety and Wellness**
- **Sarbanes-Oxley Compliance**
- **Self Motivation**
- **Stress Reduction**
- **Valuing Diversity**

### **3/ 'QuickTalks'**

The third element of the \*\*\*\*\*. Featuring John Kotter, Tim Sanders, Peter Senge, Marshall Goldsmith, Brian Tracy, and over 300 on-demand programmes averaging 3-5 minutes in length, all featuring leading business authors, experts, CEOs, and MBA faculty.

We are constantly adding new speakers to our concise, targeted 'QuickTalks', featuring the world's pre-eminent thought-leaders. Engaging, short, prescriptive programmes, delivered in an immediate video format. Ideal for use as meeting starters, coaching tools and just-in-time learning aids. 'Quicktalks' integrate easily into existing training programmes and will reinforce any trainer's toolbox.

- **The flexible high-speed learning tool for busy managers**
- **Share your closed-door 'QuickTalks' with colleagues**

## **How will \*\*\*\*\* benefit managers in your organisation?**

- Develop highly effective teams and change leaders
- Managers are able to learn at a time that fits with their schedules
- Enhance performance and increase retention of high flyers
- Respected best-selling authors and CEOs are proven to have the biggest impact when motivating and challenging learners
- Unrivalled diversity of content
- A totally flexible development tool to drive and complement team learning and one-on-one coaching
- Learning programmes can be tailored to the precise needs of your business and of individual managers
- Unique 'QuickTalks' and Live Events specifically designed for team development and facilitated group interaction
- Support materials and facilitator guides ideally suited for classroom-based integration and wrap-around activities
- Video is both time-effective and high impact – users can quickly grasp concepts and apply them in the workplace – fast!
- 'Just-in-time' content suitable for immediate contextual application
- Content is practical and can be applied to gain measurable results
- A constant and ever-expanding source of knowledge and inspiration - at the click of a mouse

## **How does it work?**

- **Live Leadership Events are broadcast on an open C- Band communications satellite**
- **Superb video quality and the most reliable technology delivery option**
- **All on-demand content is available to the desktop using Macromedia Flash**
- **Live Leadership Events are streamed over the Internet and can be viewed on Windows Media player**
- **Can be delivered globally and simultaneously**
- **Live Leadership Events can be viewed on your organisation's videoconferencing system**
- **Full technical back-up and 'live' help desk support**

*"One of the tests of leadership is the ability to recognize a problem before it becomes an emergency." Arnold Glasgow*

## **How will \*\*\*\*\* benefit HR & Training?**

**Getting 10 senior managers in the same place, at the same time, on the same day is easy. Isn't it?**

### **Exposed. HR's logistical training nightmare:**

It's the kind of scenario that strikes dread into the heart of any HR or training professional.

It's Monday morning. The training programme is scheduled to begin at 9. By 8.45 the training coordinator's phone begins to ring. Out of the ten senior managers listed to attend, two have cancelled due to pressing commitments. Another is irretrievably stranded in traffic. Out of the seven remaining managers, two are late arriving, one excuses herself before lunch due to a prior engagement, another spends much of the day taking urgent calls on his mobile phone, by which time the three remaining managers have become so distracted by the continual interruptions that they've switched off altogether and are even considering bowing out of the second part of the programme, which is scheduled for the following month.

The second part of the programme (designed to consolidate the learning points of the first programme) never happens due to the same logistical problems that conspired to sabotage the first day. Neither do the subsequent delegate reports, which were supposed to be submitted for assessment, thus justifying to the board the expense and time devoted to the programme.

Now compare this approach with the ease and flexibility of \*\*\*\*\*.

Add to this the substantial savings you are likely to make on your fragile training budget, (allowing you to target your hands-on training resources more effectively) and you'll understand why \*\*\*\*\* has been so well received by CEOs, HR and managers worldwide.

*"\*\*\*\*\* is the only learning solution that includes both a library of more than 400 programs on leadership and management, and live interactive programs with world renowned thought leaders."*

\*\*\*\*\* \*\*\*\*\*

Executive Director

## How to Subscribe and Learn More

To experience the power of \*\*\*\*\*™ FREE for three months, or to review and evaluate this unique service, arrange a FREE scheduled tour today.  
Email: [\\*\\*\\*\\*\\*.com](mailto:*****.com)

Or call: +44 \*\*\*\*\* \*\*\*\*\*

## Any questions?

For additional information on \*\*\*\*\*™, contact \*\*\*\*\* directly at +44 \*\*\*\*\* \*\*\*\*\* or send an email: [\\*\\*\\*\\*\\*.com](mailto:*****.com)

\*\*\*\*\*™ Just some of our clients ...

