



“Leadership & Motivation”

FRAMEWORK

Who should attend?

- All Managers & Supervisors
- HR Department

Duration:

Date:

Time:

Venue:

Your Expert Facilitator

Ian Rheeder, CM (SA)

With abundant experience in both B2B and FMCG, *Ian Rheeder* is a registered Chartered Marketer who differentiates himself as a master of both Marketing and Business Strategy. Ian is a fulltime Marketing Consultant & Facilitator, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands. Ian also regularly facilitates programmes at the Gordon Institute of Business Science (GIBS).



Introduction

Objectives & Outcomes

Strategy & Strategic Management

1. The Marketing Environment (PESTGEL & 4Cs)
2. Setting Objectives
3. Key Success Factors
4. Key Issues
5. Segmentation, Targeting & Positioning (STP Strategy)
6. Developing your Primary Strategy
7. Understanding Blue Ocean Strategy

Leadership

1. Managing the Vision & Mission Statements
2. Revisit the Value Chain
3. Understanding the Service Profit Chain
4. Leadership extracts from “Good-to-Great”
5. Rainbow Chicken’s Case
6. Leadership: “*The Care and Growth Model™*”
7. Mandela’s 8-Leadership Secrets
8. John Maxwell’s Leadership Gold
9. Management & Leadership Styles
10. Understanding your dominant style
11. Situational Leadership
12. Motivational Theory

Contact:

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