



Successful Leadership

Managers need to learn how to manage and lead.

TALK FRAMEWORK

Who should attend?

The material is appropriate for Managers & Leaders (new or experienced).

Duration: 1 – 2 Days

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 Sales & Marketing Strategy. Ian is a fulltime Marketing Consultant & Trainer, spending much of his time facilitating Strategic Workshops with Clients. His Sales & Marketing management experience includes 30 international FMCG & B2B brands.



“What creates trust, in the end, is the leader’s manifest respect for the followers.” Jim O’Toole

Introduction

To improve the performance of an organisation, leaders need to lead, and managers need to learn how to manage *and* lead. Leaders primarily drive the vision (the why) of a change programme whilst the managers drive the mission (the how). By evaluating your style of management, leadership and negotiating, this programme is designed to utilize and enjoy your strengths, whilst being aware of your weaknesses.

Topics and Outcomes

1. Personality Profiling to assess your typical leadership and negotiation style. This will also make delegates aware of other work associates styles and temperaments.
2. Strategic Audit Questionnaire
3. Why so few plans are implemented (The difference between thinking, feeling & doing.)
4. Self-confidence and self-esteem exercises. Manage yourself before you manage others.
5. Motivating staff
6. The difference between a Leader and a Manager
7. Situational Leadership Styles
8. Power Styles
9. 21 Characteristics of Great Leaders (see Monthly Tips)
10. “Good to Great” Leadership Styles (Summary)
11. “The Care & Growth Model”™ (by *E Schuitema*, summary)
12. “Leadership Gold” (John Maxwell’s latest advice)
13. Brief reminder how to drive the Vision, Mission & Values
14. Understanding your Negotiation Style
15. Intro to Harvard Business School’s negotiation techniques
16. Blue Ocean Strategy (by Kim & Mauborgne, summary)
17. Managing Change
18. 360 degree Questionnaire
19. Maximizing Your Return on People (Bassi, Laurie and McMurrer, Daniel: Harvard Business Review, March 2007, pp 115 – 121)
20. Goal setting, driving the vision & mission

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