

## Content

### The business context

- what organisations want from 21st century leaders
- business environments and market trends
- understanding your leadership potential

### The inspirational leader

- the difference between leadership and management
- influencing for success
- emotional intelligence
- creating resonance

### Leadership styles

- understanding your preferred leadership style
- impact of your style on others
- adapting your style to the needs of the situation
- developing your repertoire

### Setting direction

- the power of vision
- strategy formulation; creating and sustaining competitive advantage
- communicating your vision
- leading change

### Aligning goals and delivering results

- linking your vision and organisation goals
- aligning organisation goals with day-to-day activities
- measuring achievement

### Your future success

- becoming a great leader
- building high performing teams
- your personal leadership development plan.

# From Manager to Leader

## Leadership and Management

Already a successful manager, you wish to inspire your people with a compelling vision that challenges, stretches and motivates.

Operating in a competitive environment, your organisation expects innovation, entrepreneurial flair and a drive for results. You also need to be able to attract and retain the best talent in order to stay competitive and be in a position to achieve your goals.

This programme will enable you to make the transition from being a competent manager to becoming a confident leader who knows how to get the best from yourself, from your people and for your organisation. You will become an inspirational leader who instills confidence in others.

### Benefits

By the end of the programme you will be able to:

- clearly understand what organisations need from their leaders
- lead others with confidence, courage and authenticity
- flex your leadership style to match the needs of the situation and the individuals
- create a compelling vision and winning strategies
- develop a plan for enhancing your leadership focus, skills and behaviours.

### Approach

A full and challenging programme that allows managers to step back and make a thorough assessment of their capabilities and current approach. We will introduce a range of effective leadership tools and techniques that will enable you to significantly improve your performance as a leader.

### Who should attend?

Any manager who aspires to be considered a leader by others.

### Programme information

Duration: Three days

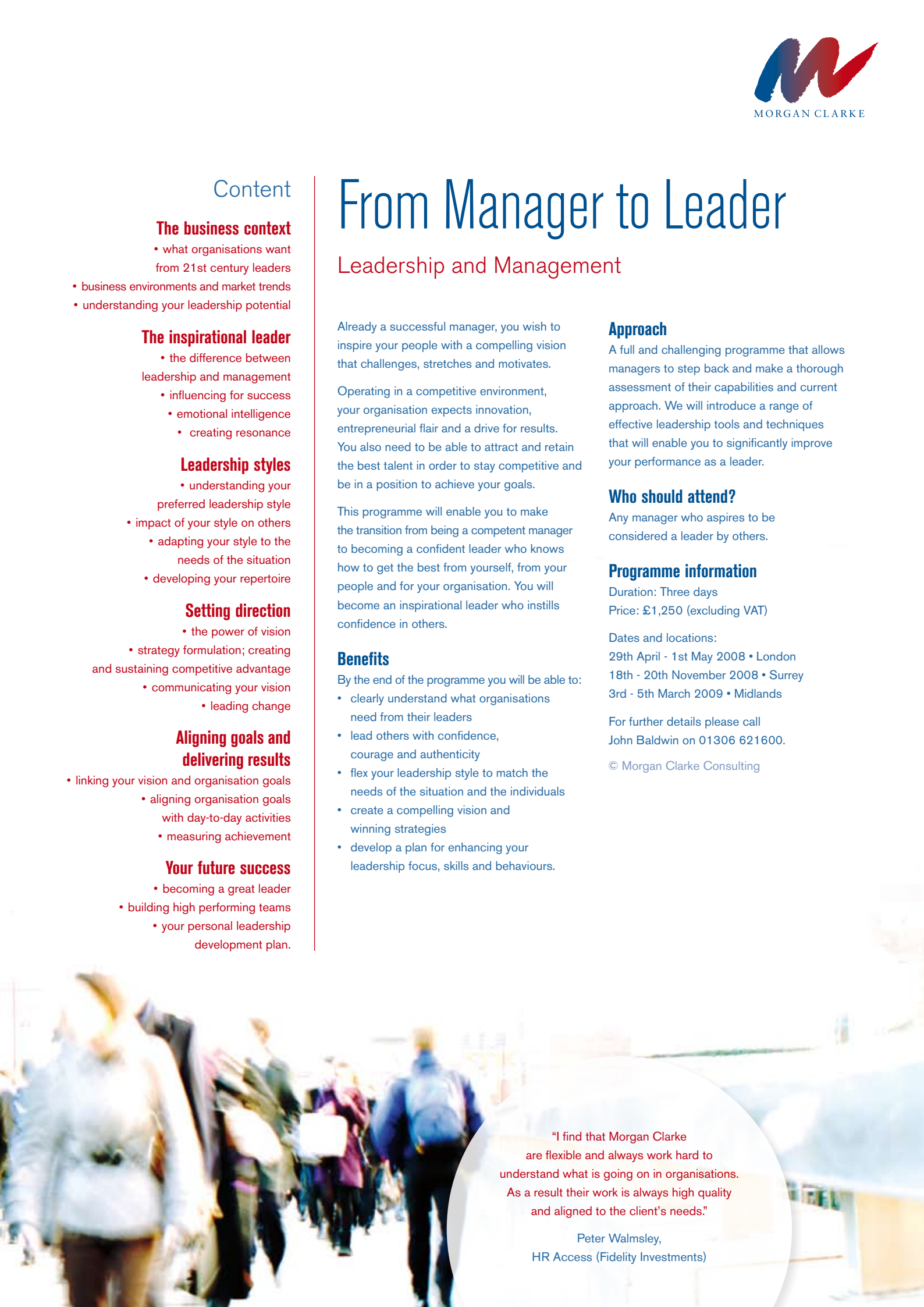
Price: £1,250 (excluding VAT)

Dates and locations:

29th April - 1st May 2008 • London  
18th - 20th November 2008 • Surrey  
3rd - 5th March 2009 • Midlands

For further details please call John Baldwin on 01306 621600.

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"I find that Morgan Clarke are flexible and always work hard to understand what is going on in organisations. As a result their work is always high quality and aligned to the client's needs."

Peter Walmsley,  
HR Access (Fidelity Investments)