



# World Class Manager™

*Be World Class. **FAST***

BUILT TO CREATE VALUE | BUILT FOR THE 21ST CENTURY | BUILT TO CREATE GREAT LEADERS AND MANAGERS

IN ASSOCIATION WITH



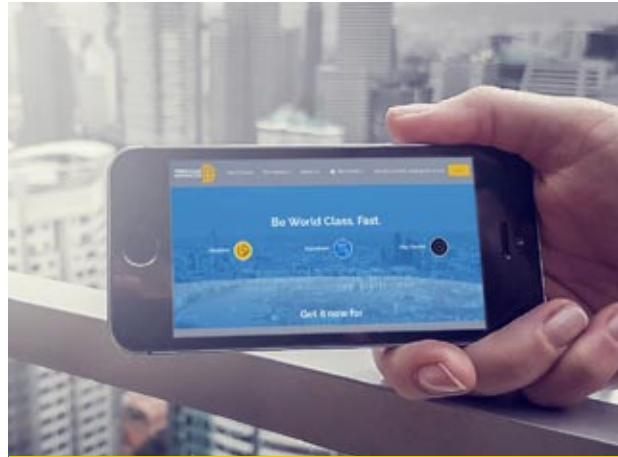
# Why, How, Benefits...



## Why

WCM aims to build your collective management capability and enhance the performance of your teams, departments and organisation overall.

Built on global best practice from 1000s of great managers around the world, WCM is fast-track learning and the 21st century solution for today's time poor manager and cost constrained world.



## How

Through a 12-modular programme of development: accessible anytime, anywhere, on any device.

WCM is combination of expertly-focused video, workbooks, assessment and reflection questions and is certified by the CPD.



## Benefits

WCM gives managers a foundation in world class management best practice and in the habits of a great 21st century manager.

Managers will gain over 120 key insights and tools to benchmark their current practice and enhance their performance immediately.



# Our 12 Modules



# Module Content | Module One to Six



## 1 21st Century Management

Great managers really do think and act differently. How does a 21st century manager need to think, act and focus their attention to create maximum value in their organization?



## 4 Optimizing Your Time

Time is one of our most precious commodities – how we best use it effectively and strategically can make the difference between good and great management.



## 2 Great Goal Setting

Sustainable success does not happen by chance; it begins with great goal setting and the ability to bring others along on the journey. Great goal setting leads to great results.



## 5 Improving Communication

Good communication is the lifeblood of every organization – it is one thing that everyone will often say can be improved. How do we get this right, starting with our team, to get the best results we can?



## 3 Inspiring Appraisals

Inspiring appraisals are the bedrock of developing and engaging employees – a core competence of great management. How do the best prepare, execute and follow up in these key conversations with their people?



## 6 Better Meetings, Better Results

What is the meetings culture like in your organization? How do you contribute to it? What are some great ideas to make your meetings more dynamic, productive and occasions that people really enjoy attending?

# Module Content | Module Seven to Twelve



## 7 Understanding Your Customer

We all have 'customers' in one form or another; understanding what matters to them, what good looks like in their eyes and how we utilize those insights will not only help us deliver for them, but will enhance their perception of our value.



## 10 Managing Up

Managing up is about how we create adult-to-adult, partnership-based relationships with those that have significant influence across the organization. It is also about how we successfully align to our manager's expectations and deliver on them.



## 8 Creating A Stand Out Team

High performing teams all share common attributes. What are they and how can you adopt some of these practices to create a stand out team in your organization?



## 11 Presenting With Presence

The ability to present and communicate with an engaged, authentic presence is not just critical to great stakeholder engagement, but can be a key differentiator in terms of the perception of our value. What are the 'best in class' insights that great communicators employ - in strategizing, messaging, storytelling and delivery skill?



## 9 Developing Me, Developing My Team

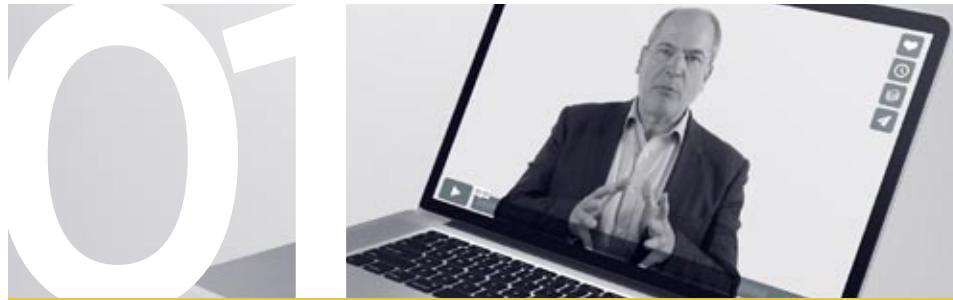
No-one will care about your career as much as you do, so what are some great ideas to take control of your career? Equally, helping your team grow and develop on their career journey, will help you on yours; and hugely increase their motivation.



## 12 Being A Strategic Leader

Becoming a strategic leader is a key 'step change' that all managers need to make on their leadership journey - for their advancement and for their ability to think and act strategically to drive positive change. It's also hugely impactful for their leadership brand reputation!

# Module Content | Every Module Contains 4 Key Elements



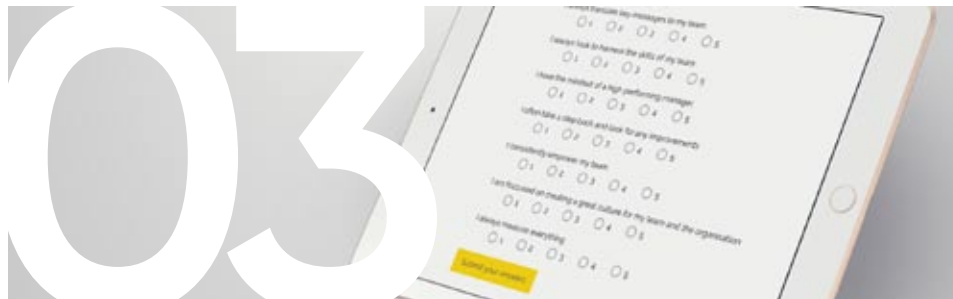
## **Bitesize Video** *accessible on mobile*

Bite sized (average 12 minutes) purpose shot modular video featuring actionable best practices



## **Module Workbooks** *fully printable*

Fully printable workbooks to expand on core video content, capture key learnings and opportunities for improvement.



## **Reflection Questions** *for key learning*

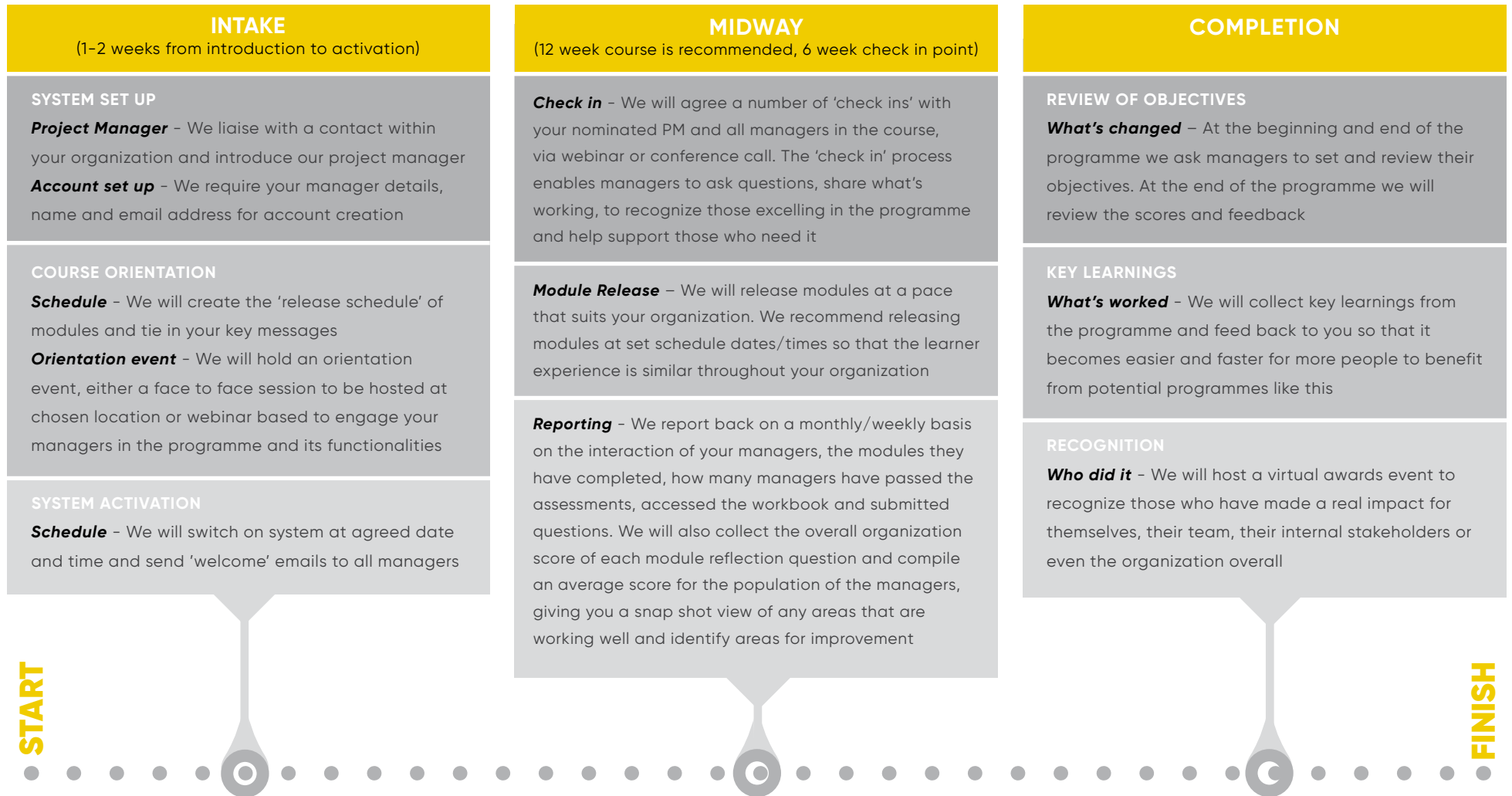
Structured and fully customizable reflection questions to help consolidate learning



## **Interactive Assessments** *CPD certified*

Interactive Assessment questions enabling learning and CPD certification

# World Class Manager™ | Project Outline





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