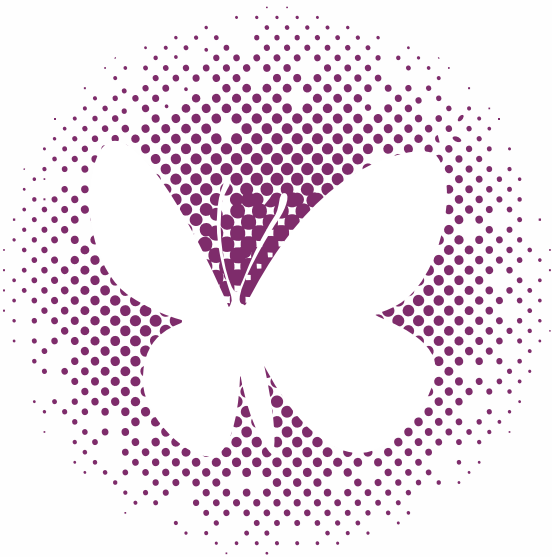


The Cultural Change Company

Advanced Soft Skills Certification for Line Managers



The Original Learning Experience

This course will:

- Unlock the full power of your line management leadership potential
- De-mystify the secrets of successful influencing skills
- Prepare you to implement successful operational change
- Enable you to harness highly effective personal development methods
- Give you the capabilities that will enable you to develop winning teams

Investing in Management Talent

Who is this course for?

This exciting new course is designed for undergraduate and post graduate management students who, as line managers, will be involved in leading and managing change in their employers' organisations post-degree.

We recognise that talent management is a very important aspect of the strategic development of contemporary organisations. Particularly the way in which emerging talent is cultivated and developed for leadership positions.

So, we have thoughtfully designed a content-rich course which specifically addresses the core emotional, behavioural, and cognitive self-management skills required to fully realise the management and leadership potential of emerging talent in an organisation. This course accelerates line managers' soft people skills.

The course content was informed by PhD research into organisational behaviour, 25 years of practical experience of leading teams and learning journeys to the Disney Institute in Orlando, the EFQM award-winning hotel Schindlerhof in Nuremberg and at NLP University of California Santa Cruz.

The course is built upon over 80 practical methods that participants will master so that they may improve their emotional and social and behavioural intelligence.

Advanced Soft Skills Certification for Line Managers is based upon what we believe is the most powerful methodology for preparing line managers for the challenges associated with managing and leading teams available.



Advanced Soft Skills Certification is a CMI Recognised Change Leadership Training Programme

Advanced Soft Skills Certification

'Advanced Soft Skills Certification' is a social development toolkit that works with the 'inter' and 'intrapersonal' skills that produce excellent Change Leaders in organisations. 'Advanced Soft Skills Certification' builds excellent soft leadership skills. 'Advanced Soft Skills Certification' offers clients a Chartered Management Institute (CMI) Recognised Programme.

CMI Endorsement

As you will be undertaking a CMI Recognised Programme when you graduate you will receive a certificate of achievement from The Chartered Management Institute. CMI recognition is an exemplary way to show that you have completed a training programme benchmarked against Management training quality modelled by the 'National Occupational Standards'.

Affiliate Membership of CMI

When you graduate, you will receive automatic Affiliate Membership of CMI for one year. Members receive substantial added value, including industry leading publications, access to a complete record of learning and CPD, networking opportunities at CMI events, a vibrant online community, webinars and the professional recognition gained with membership of the professional body for managers and leaders, that demonstrates your skills to the world.

Access to CMI Management Direct

With Management Direct you will have access to unparalleled online resources compiling all that CMI know from over 60 years of management thought leadership.



Course Objectives

The objectives of Advanced Soft Skills Certification for Line Managers are to introduce participants to creative and powerful ways of:

1. Expanding their communication and presentation skills
2. Enhancing behavioural and emotional and cognitive flexibility
3. Leading the social dimension of line management
4. Communicating and positively influencing the case for change
5. Coaching high performance in team members and in themselves
6. Understanding and working productively with challenging team dynamics
7. Pacing the perspectives of others to build rapport and productive relationships
8. Creating a climate of psychological safety
9. Enriching their perceptual maps
10. Modelling leadership

Throughout our shared learning journey, participants will develop advanced soft skills that they can use to ensure their organisational projects achieve their goals. They will also be able to teach others the advanced soft skills that they learn with us. Your investment in this course will ensure that they are fully prepared, confident, and ready to meet the challenge of leading successful line management operations.



Why invest in an Advanced Soft Skills for Line Managers Curriculum?

Business Schools throughout the world are increasingly competing for students. Most business schools offer a curriculum that is broadly based on hard skills. These include analytical problem solving and emphasise cognitive exercises. And yes, employers want candidates with these skills. However, employers also want candidates with proven and reliable soft skills. If a student can access a business school that offers a balanced curriculum emphasising both soft and hard skills, then this may also provide the business school a source of competitive advantage.

The Chartered Association of Business Schools acknowledges the merits of integrating soft skills training into the broader academic curriculum. Indeed, some business schools are pioneering approaches such as making the development of soft skills compulsory modules.



So, welcome to Advanced Soft Skills Certification for Line Managers. This is a programme that can be translated into a 30-credit module or offered as a certified course by The Cultural Change Company which is a CMI-recognised provider of management and leadership skills. At the heart of our programme lies the ambition to teach participants the skills they need to emerge as role models with the ability to coach team members behavioural, cognitive, and emotional state management techniques to transform the experience of work.

Building Psychological Safety in the Class Room

If given the opportunity to work with students starting the first semester of the first year of a degree programme, we can build an atmosphere of psychological safety amongst the students. Our soft skills methodologies would enable multi-cultural groups of students to enjoy an open and engaging individual and group learning experience. This formative experience would set the standard for group interactions towards the learning experience for the duration of their degree programme.



A Practical Toolkit that is Theoretically Informed

Advanced Soft Skills Certification for Line Managers is a social development tool kit that works with the 'inter' and 'intra-personal' skills that produce excellent line managers in organisations. Whilst inherently practical, our approach is based on solid and credible academic research into organisational behaviour.

Course Structure

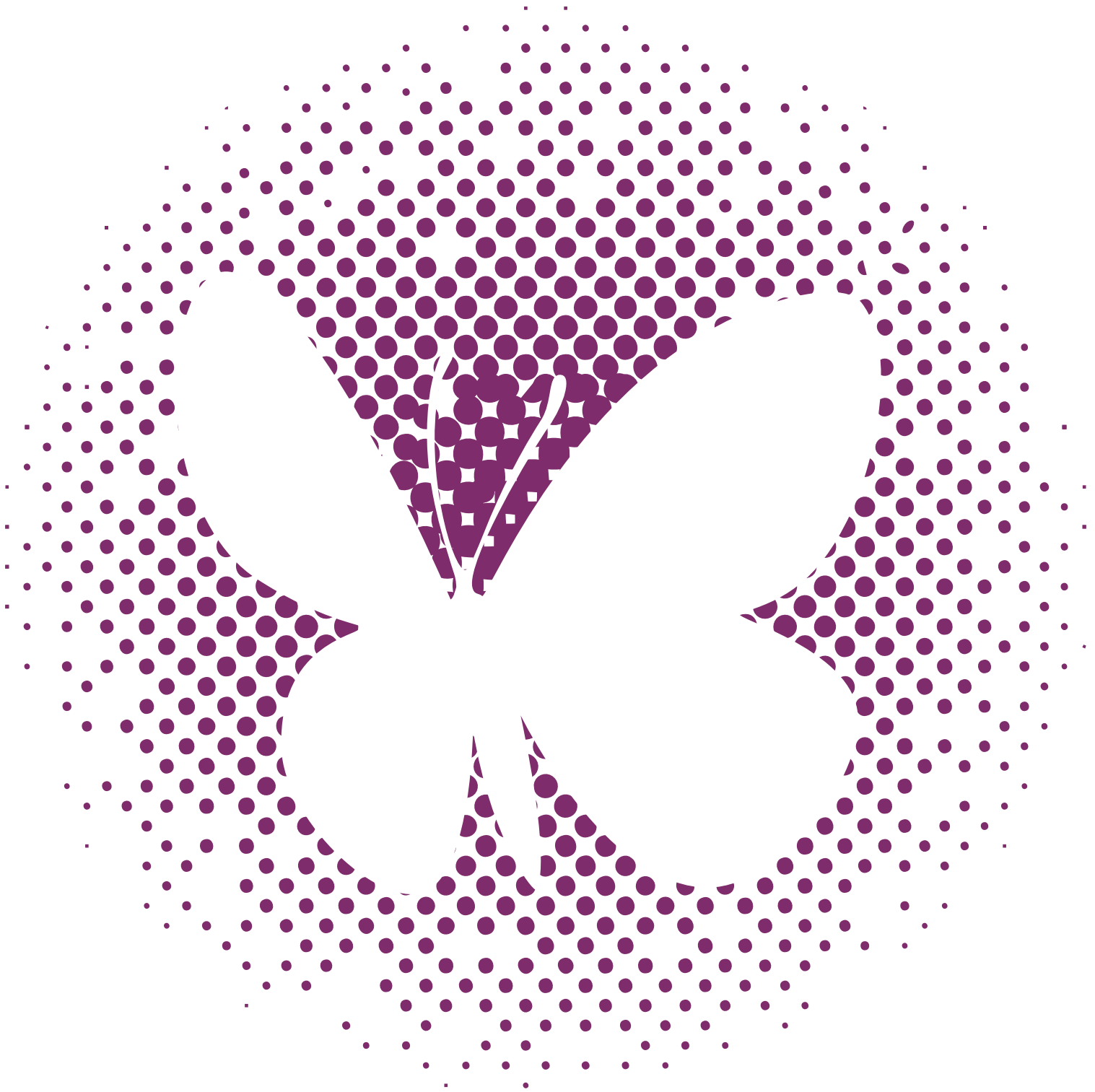
This course consists of 5 core modules that together form an integrated model of the intra and inter personal skill sets required of the modern line manager. Each module involves 3 days of experiential action learning. There will be five modules:

1. Engaging teams through rapport building
2. Modelling conscious leadership
3. Generative coaching
4. Communication and influencing
5. Developing emotional intelligence for conscious leaders



Each of these five modules have been carefully selected following a comprehensive review of research literature into the enablers and blockers of staff and stakeholder engagement processes within organisations throughout the world.

Thus, the course is incredibly practical, rooted in experiential learning and application whilst being theoretically informed to the highest standards.



We invite you to be curious

For more information, visit David at his LinkedIn page or check out www.culturalchange.co.uk, where you can view our media gallery and client case studies, or you may email david.potter@culturalchange.co.uk.

