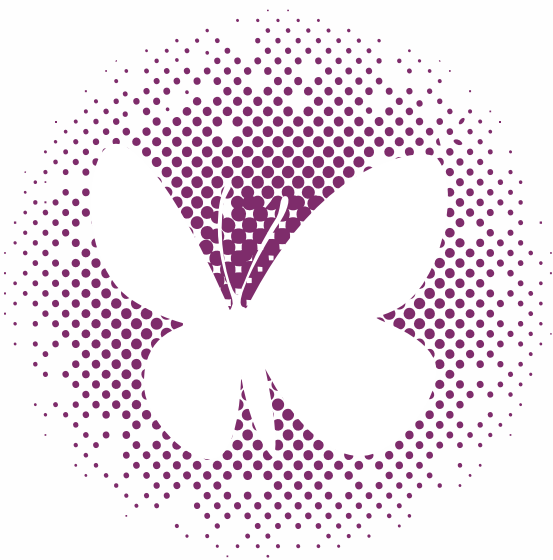


The Cultural Change Company

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

Who is this course for?

This exciting new course is designed for team leaders and line managers who will be involved in leading and managing operational teams within their organisations. The course is ideally suited to first line management positions and graduates entering management development programmes.

Investing in Management Talent

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 Line Managers 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
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

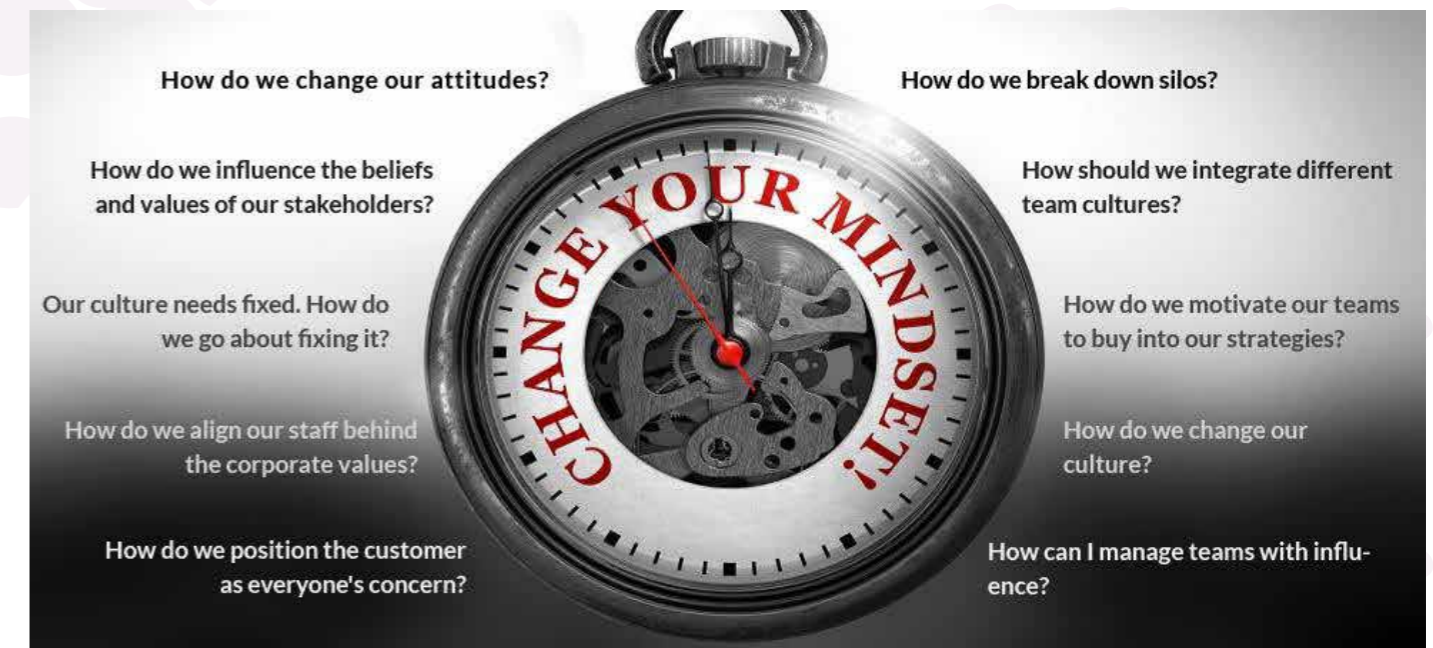
Throughout our shared learning journey, participants will develop advanced soft skills that they can use to ensure their organisational projects achieve their goals. They will also be able to teach others the advanced soft skills that they learn with us. Your investment in this course will ensure that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



'Transformational Success needs Soft Skills'

We reviewed a survey of 1,500 practitioners worldwide including: line managers, project managers and change managers. The core findings were as follows:

- 60% of projects failed to fully meet their objectives
- 40% of projects were classified as successful
- 58% of respondents cited changing mindsets and attitudes as a major challenge
- 49% of respondents cited corporate culture as a major challenge



The most significant challenge identified when managing teams are 'soft leadership skills' which aim to change mindsets and corporate culture. The core message is that the following soft skills should be culturally wired into the capability of a line manager:

- Building rapport with individuals and teams
- Communicating with confidence and impact
- Mastering their 'inner game'
- Working with resistance effectively
- Developing behavioural and emotional flexibility
- Presenting their case convincingly
- Managing challenging thinking styles
- Working with culture

Modelling Excellence

This course is built upon the principles of 'Modelling Excellence'. Through intensive study of cutting-edge research and practice we have designed strategies that can generate a high standard of conscious leadership. These strategies have been grouped under five core modules that will provide the learning framework for this life changing course.



Building a Model of Rapport

Rapport is the glue that binds relationships together. In the absence of rapport teams simply don't function effectively and leadership remains highly problematic. This module will enable participants to:

1. Understand the principles of rapport
2. Understand the elements of the conscious leadership rapport building model
3. Apply effective rapport building strategies

Building a Model of Resourceful States

Central to conscious leadership are emotional and social intelligence skill sets. The ability to reflect upon our emotional, behavioural and cognitive states is a hall mark of a conscious leader. This module will enable participants to:

1. Understand the principles of state management
2. Understand the practical elements of state management
3. Apply effective state management strategies

Building a Model of Communication

This module will introduce participants to a model of communication practice that when implemented daily will significantly improve their communication results as conscious leaders. The main learning outcomes will be:

1. Understand the principles of conscious leadership communication
2. Understand the elements conscious leadership communication
3. Apply effective conscious leadership communication strategies

Building a Model of Psychological Safety

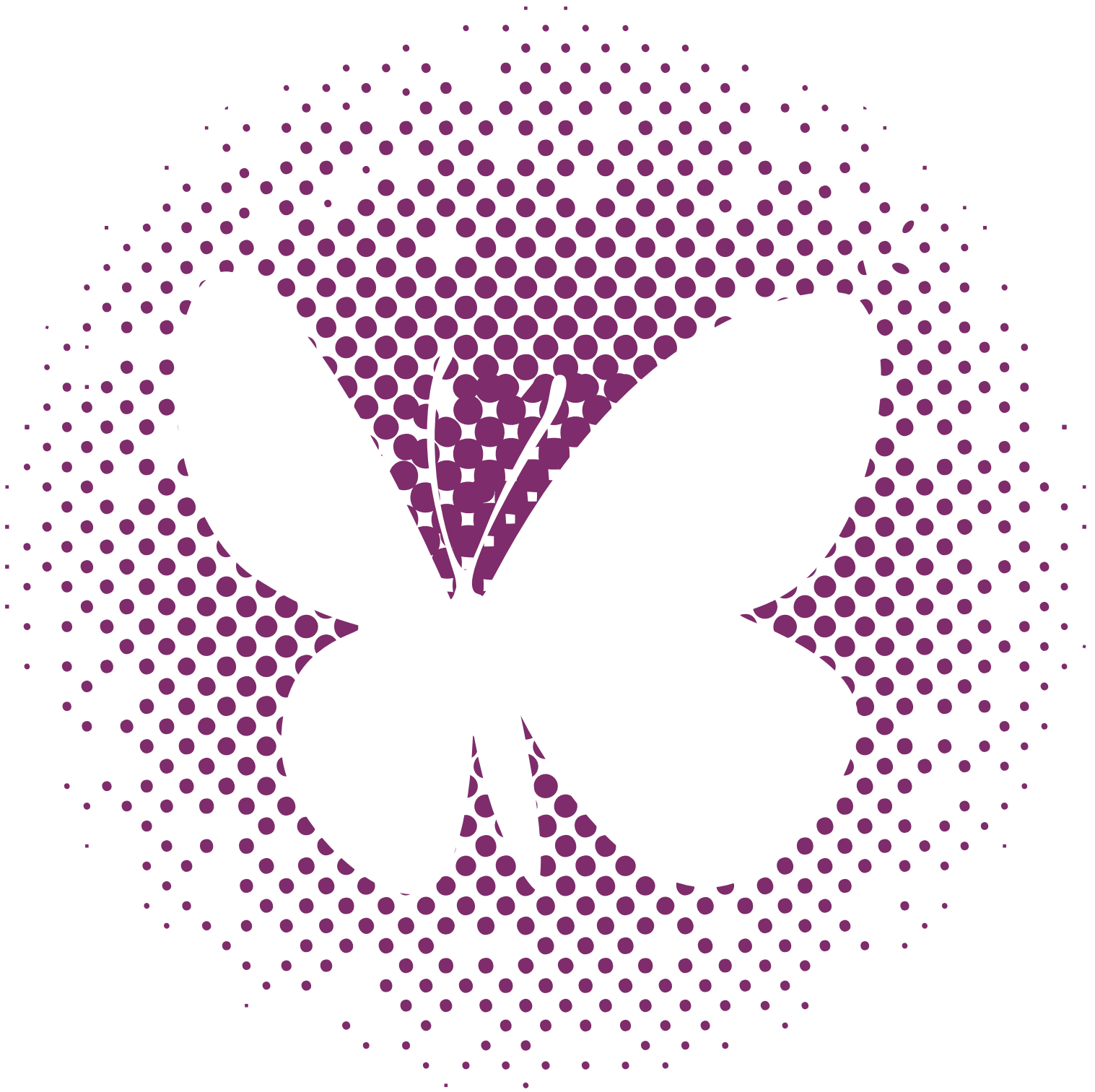
The ability to create a field of psychological safety in groups is a major conscious leadership competence. This is a result that should not be left to chance. This module will enable participants to:

1. Understand the principles of psychological safety
2. Understand the elements involved in structuring psychological safety
3. Apply effective conscious leadership strategies to create psychological safety

Building a Model of Coaching

Coaching is widely recognised as one of the premier skills that organisations will need in their leadership teams especially over the next 10 to 20 years. This module will enable participants to:

1. Understand the principles of generative coaching
2. Understand the elements of a conscious leadership coaching model
3. Apply effective conscious leadership coaching strategies



We invite you to be curious

For more information, visit www.culturalchange.co.uk, where you can view our media gallery, training products and client case studies, or you may email david.potter@culturalchange.co.uk.

