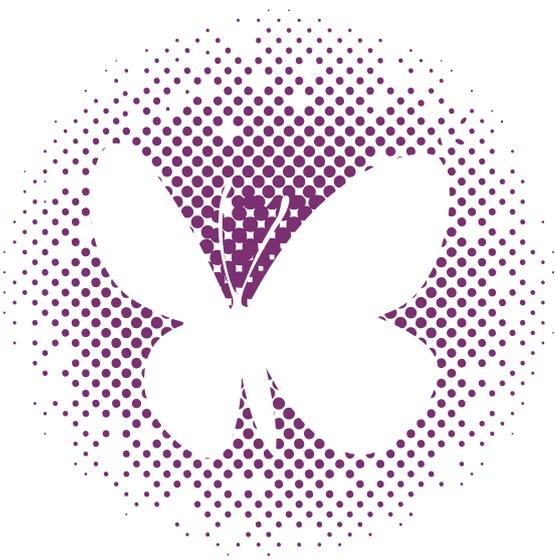


The Cultural Change Company

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.



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.



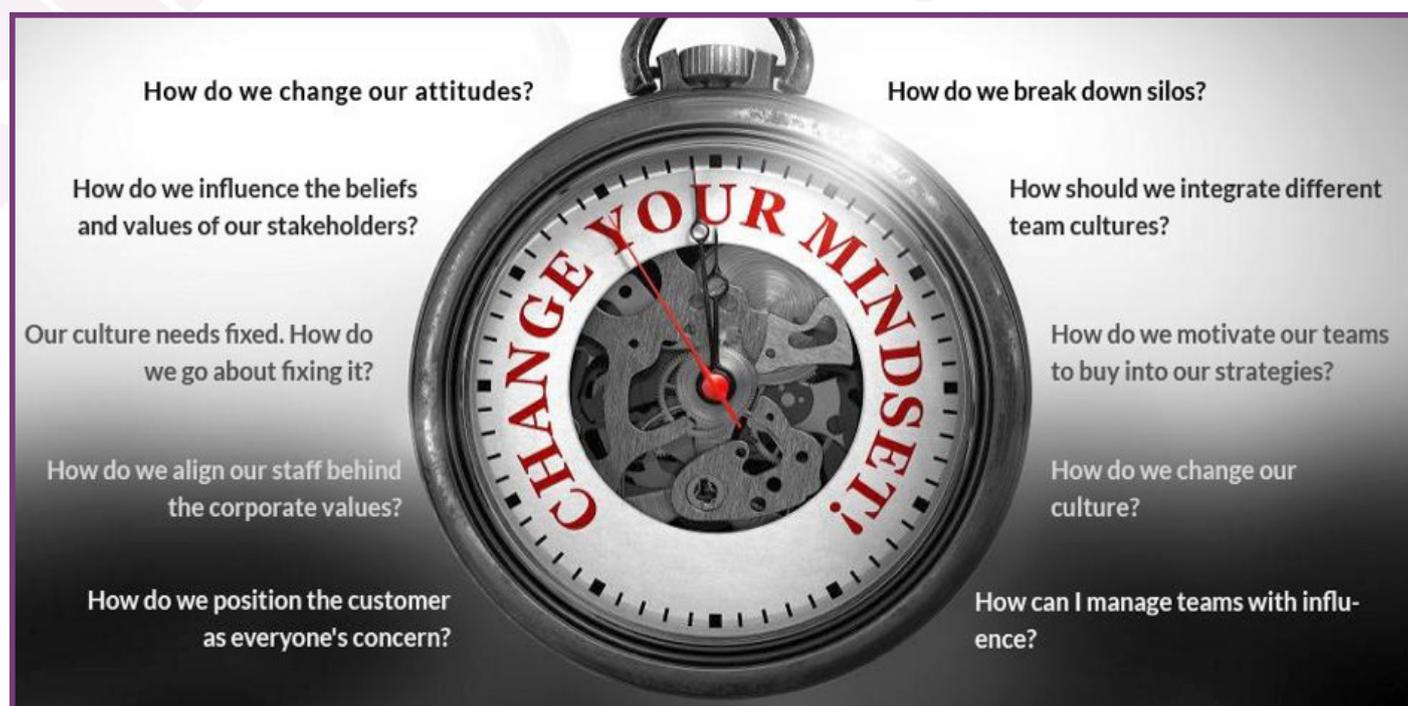
So, welcome to Advanced Soft Skills Certification for Line Managers. This is a programme that can be translated into a 30-credit module or offered as a certified course by The Cultural Change Company which is a CMI-recognised provider of management and leadership skills. At the heart of our programme 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.

Transformational Success needs Soft Skills

We reviewed a survey of 1,500 practitioners with line management remits worldwide including: project leaders, sponsors and project managers involved in leading operational change initiatives.

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 and implementing change projects is 'Soft Leadership Skills' which aims 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

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.



Experiential Learning by Doing

We use an exciting learning strategy that combines innovative ideas with an action learning approach developed around proven methods. Our legacy is to leave participants with transferable skills that they can share with their colleagues and which will improve their line management capabilities.

The learning project will incorporate the following strategy:

1. The trainer delivers a 15-minute set up lecture regarding a technique
2. The trainer demonstrates how to operate the technique
3. The trainer invites participants to coach each other through the technique
4. The trainer facilitates an open frame discussion to reflect on the practice session

Each technique will be anchored to a practical experience that the participant has had in their past. For example, if they struggle with confidence when chairing team meetings then this is the experience we would access to install in them enabling techniques that transform their experience into one that is incredibly positive and rewarding.

Thus, the Advanced Soft Skills Certification for Line Managers is very practical and experiential and is based upon industry best practice examples and cutting-edge ideas such as:

- Leveraging emotional intelligence
- Success factor modelling
- Generative collaboration
- Building and sustaining psychological safety
- Conscious leadership



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.

Your Principal Trainers

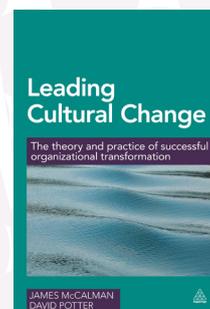
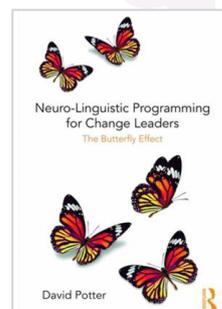


David Potter

David holds both an Executive MBA and a PhD in Organisational Development. An established author on leading transformational change specialising in soft leadership skills. David is a highly experienced corporate change leader who also teaches change management at both Honours and Executive MBA level across several leading UK Business Schools such as St Andrews University and the University of Glasgow. David specialises in designing and delivering training products that both enhance the soft skills of change leaders and develops their emotional intelligence. David has delivered soft change leadership skills training to over 1,000 clients from over 30 nationalities and is a member of the NLPU international consulting community.

Recent Publications

With Professor James McCalman, Head of the Centre for Strategy and Leadership at the University of Portsmouth, formerly MD of Sotheby's Institute of Art, David co-authored 'Leading Cultural Change: The Theory and Practice of Successful Organizational Transformation'. David also authored 'Neuro Linguistic Programming for Change Leaders;' addressing the soft leadership skills required to engage with stakeholders during cultural change.



Jens Starke

Jens is a professional in the field of project leadership and management with almost 20 years of working experience across more than 15 countries facilitating individuals and teams of small, medium and large enterprises to leverage project management, business analysis and cultural changes. He does this through a combination of training, coaching, mentoring and consulting.

Jens is a certified John Maxwell coach and a highly-skilled executive and team coach, NLP master trainer, and member of the NLPU Global Training and Consulting Community. With his passion to inspire people to pursue their dreams by unlocking their potential, Jens strategically utilises the tools from high-performance coaching to equip line managers with the essential skills to maximise their performance.



Clients' Views

Detailed below are feedback statements from previous client's of The Cultural Change Company who have experienced various training courses we designed and delivered which focused upon soft skills development.

"I happened to be speaking at a conference on culture change where David was a fellow presenter representing The Cultural Change Company and I was captivated by both his style of delivery and engagement. I am in the process of leading a major change process involving the integration of the back-office functions of three major public sector organisations and I felt David would be able to bring some powerful learning into our journey. I was so impressed with the support that was received - David's business experience coupled with his outstanding grasp of NLP was more than we could have hoped for. A number of the delegates who attended described the techniques they acquired as life-changing and David is a joy to work with too!"

Leatham Green MBA LLM 2016

HR Forum: CHRO of the Year 2016 & Public Sector People Management Association:
HR Director of the Year 2016

"I really enjoyed my Change Leaders training as part of the Graduate Award at the University of Glasgow Adam Smith Business School. As a corporate leader, I enhanced my ability to build positive rapport, which is a vital leadership skill. The training helped me to understand team dynamics with greater sensitivity."

Jinlei Fei,
MSc Finance Accountant Shanghai

"I enjoyed my experience of NLP for Change Leaders. The methods I learned will help me in my professional career and has made me a stronger leader for having these skills."

Christina Hub,
MSc Financial Risk Management

"This has been a most memorable experience. I can really see the way these methods can be used in my professional life as a change leader. I have used the exercises very subtly and I can actually see the difference."

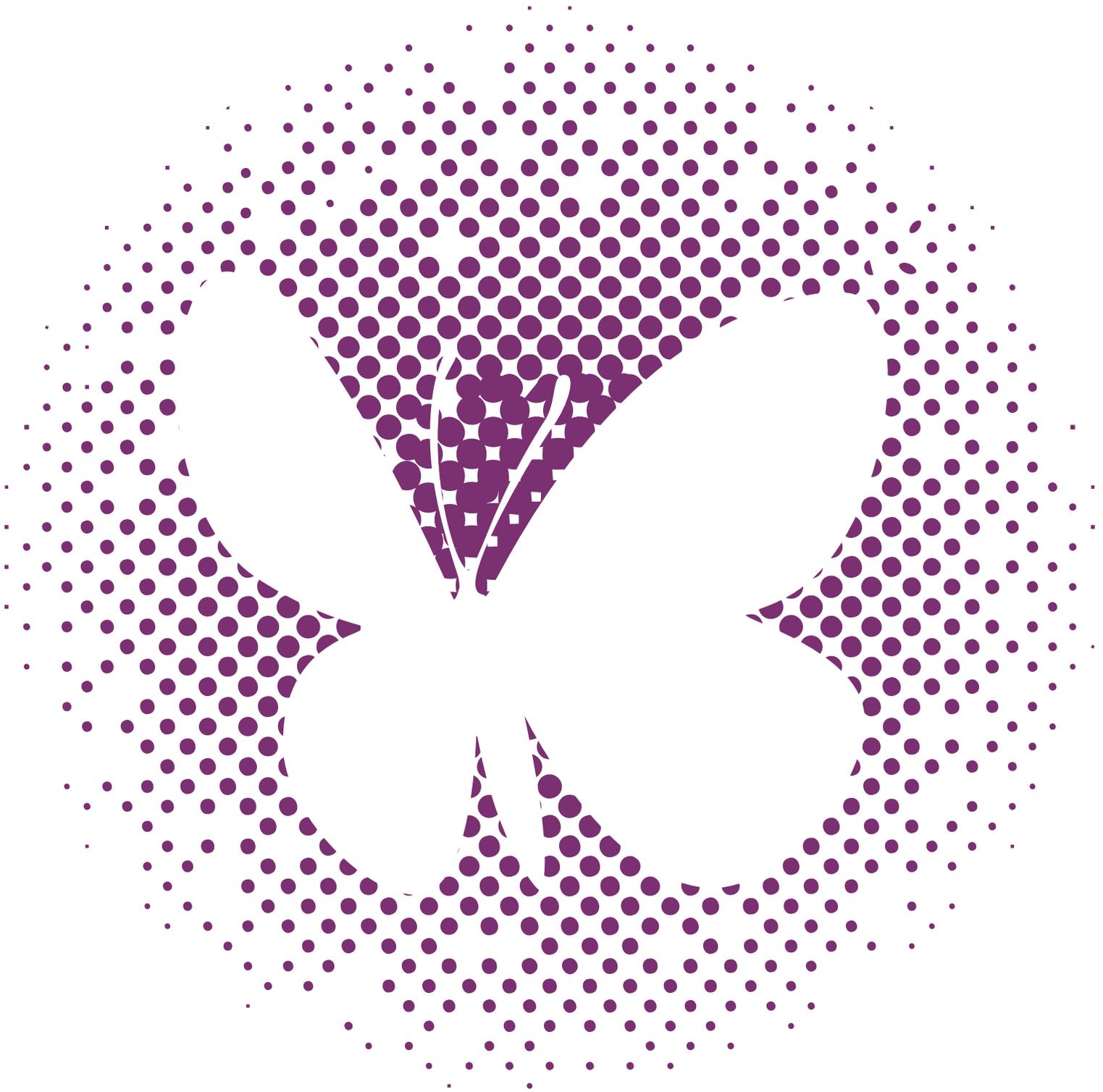
Naina Aggarwal,
MBA Project Manager

"I feel that the techniques that we used and demonstrated throughout the change leaders' course will be hugely beneficial to anyone in a senior management role. We learned communication skills and rapport-building skills that can help managers through any business situation."

Steven Mitchell, MBA,
High Technology Engineer

"David presented an NLP session at the Scottish Business Tourism Conference in Glasgow. He was thoroughly engaging and gave a fascinating presentation that was content-rich with facts and techniques that were easy to put into practice in our day-to-day work and lives."

Aileen Crawford
Head of Conventions at Glasgow Convention Bureau



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.

