



**BRADFORD**  
UNIVERSITY  
School of Management



manager's  
 **toolkit**

# Investing Today in the Leaders of Tomorrow



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Bradford University School of Management

[www.bradford.ac.uk/toolkit](http://www.bradford.ac.uk/toolkit)

Technological advances, dynamic markets, new forms of competition, globalisation, economic downturns and climate change bring with them challenging pressures and opportunities for managers who have the tools to capitalise on them. **Manager's Toolkit** gives you the means to utilise these new opportunities and overcome the associated challenges.

### What is Manager's Toolkit?

Organizations today are faced with an ambiguous and challenging environment where their key competitive advantages are managers **confident** in their management skills.

Manager's Toolkit is a unique programme that combines functional, behavioural and people skills in a practical way ensuring managers fulfil their **leadership** potential. We encourage managers to challenge their thinking, update them on cutting edge management knowledge and facilitate networking and learning from peers in other sectors/industries.

### Who are we?

**Bradford University School of Management – THE NATURAL CHOICE FOR EXECUTIVE EDUCATION.**

The UK's longest established university based business school, with over 40 years experience providing business education, we consistently rank as a top ten UK, top 20 European and top 55 global school.

Our academics are at the forefront of their disciplines with hands-on experience of solving real business issues with national and international organizations. Our tutors have substantial experience of developing leaders and managers at all levels and ensuring that the learning experience is lively, relevant and jargon-free. The tutors understand that people learn in different ways and offer flexible learning processes encompassing lectures, group work, videos, role plays, question and answer sessions, case studies and business simulations.

### Who is it for?

- Experienced managers in the private, public and voluntary sectors.
- Specialist managers who would like a broader management outlook.
- Busy managers who do not have the time or inclination to commit to an accredited programme.
- Individuals who want to learn and apply practical management and people skills.

### The Manager – How you benefit?

- Managers have the time and space for critical reflection.
- Managers have the opportunity to use their experience and intuition in a risk free setting.
- Managers benefit by networking with fellow managers from a wide range of sectors.
- Managers leave with greater self belief and self confidence.
- Managers are taken out of their comfort zone for creative and innovative thinking
- Opens up your career horizons with a wider management outlook
- New skills in different behavioural and functional areas.

### The Organization – How you benefit?

- Build skills and confidence for well rounded managers.
- Practical modules maximize the learning impact and help embed knowledge in the organization.
- Choose the modules that work best for the individual and the organization.
- Creating more effective managers with greater self belief and self confidence.

### Why is Manager's Toolkit different?

- Flexible Programme – with Manager's Toolkit you can choose to attend any combination of the eleven modules. The choice is yours and determined by business need. If all eleven modules are completed you will receive a certificate.
- All courses encourage practical application of content and skills learned. After each course managers can consolidate, relate and evaluate learning back in the workplace.
- Leadership – Functional learning on its own is not enough to be a good manager – interpersonal skills can be the crucial difference between a successful organization and one that fails. We will use your experience and develop your capabilities to bridge the gap between your personal development and effectiveness as a leader. Manager's Toolkit helps you build people who will build your business.

## // Engage with your customers. Present and future. //

### Right product? Right place? Right time? Right price? Now market.

Successful organizations understand their customers, provide them with what they want and need and make them aware of the uniqueness of their offer. How do you understand what makes your products/services special? How do you match this to your best potential customers...and have them return, time and again?

#### Who's it for?

Managers and directors who want to optimise their organization's performance through customer focused marketing resulting in sustained success. This course is suitable for managers and directors who have no previous marketing experience.

#### What does this course cover?

Managers need to understand their customers and build sustainable and profitable relationships with them. This course helps you to appreciate the difference between a product, sales and marketing led organization. To understand sources of competitive advantage, learn how to segment your market and use an effective "marketing mix" for long term success.

During this course you will learn best practise marketing, how to set marketing objectives and how to evaluate the effectiveness of your marketing techniques.

- The real meaning of marketing
- How to create and sustain customer value through service
- Understanding customers through market segmentation and targeting
- Marketing planning
- Designing and implementing an effective marketing mix.

#### How will I benefit?

- Develop clear and measurable marketing objectives
- Focus more on the end customer
- Enhance your understanding of leading marketing practice
- Learn how to develop an effective marketing mix
- Appreciate how to integrate marketing strategy into the overall strategy of the business.

#### How will my business benefit?

- Develop an overall definition of customer value and how to create it
- Better align business processes towards improving the delivery of customer value
- Have up-to-date marketing and business practices that match the business mission
- Develop improved marketing plans with a better understanding of strategic marketing thinking.

#### What makes this course unique?

- A participative and interactive course where you have the opportunity to put together a real marketing plan and audit
- Gain confidence and be creative when implementing marketing mix tactics
- The inspirational surroundings of the Heaton Mount Executive Education Centre to stimulate your creativity and give you new perspective.

- Fee= £635 – Includes all tuition, course materials, lunch and refreshments.

- Duration= 2 days

- Dates= 21 – 22 September 2010

*// Authentic marketing is not the art of selling what you make but knowing what to make. It is the art of identifying and understanding customer needs and creating solutions that deliver satisfaction to the customers, profits to the producers and benefits for the stakeholders. //* – Philip Kotler

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- Leadership - Functional learning on its own is not enough to be a good manager - interpersonal skills can be the crucial difference between a successful organization and one that fails. Manager's Toolkit helps you build people who will build your business.



**Invest in YOUR leaders of tomorrow. Contact us today:**

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