



BRADFORD
UNIVERSITY
School of Management



manager's
 **toolkit**

Investing Today in the Leaders of Tomorrow



exec.ed
executive education
Bradford University School of Management

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.

// Never before in history has innovation offered
promise of so much to so many in so short a time. //

– Bill Gates

For those who see the opportunities of tomorrow today.

In today's fast-moving business environment, successful organizations anticipate and create opportunities, are flexible and act quickly and effectively for better business decisions. Improve your business performance through innovation management tools. Gain clarity on strategically important ideas that add value to your competitive position. Overcome the barriers/limitation to the innovation process.

Who's it for?

Managers and directors who want to better manage their innovation strategy and their ability to develop successful products/services. This course is suitable for any manager looking to find innovative/creative solutions and transforming them into greater productivity and profitability.

What does this course cover?

Successful managers need to embrace change, encourage creative thinking and manage the innovation process to bring successful products/services to market before the competition.

This course will help you develop an innovation strategy and ensure your organization embraces innovation for business success. You will learn how to eliminate the barriers to innovation, how to set an innovation agenda and start the process of developing cutting edge products/services for business growth.

- The "innovation process"
- The four main types of innovation: product, service, process and business innovation
- Key aspects of managing innovation:
 - Developing an innovation strategy
 - Developing winning ideas
 - Building an innovative organization
- Determining performance - the innovation audit

- Making it happen – barriers to innovation, managing change and overcoming the barriers.

How will I benefit?

- Understand the key issues in managing innovation in manufacturing, service and not-for-profit organizations
- Be introduced to a series of creativity and innovation tools that will change the way you think
- Have the opportunity to learn to use the new tools in practice
- Be able to apply the tools to create a NEW innovative innovation programme for your organization
- Set a clear direction through the development of an innovation strategy that focuses on creating breakthrough products and services that bring sustainable competitive advantage
- Apply the techniques to real business problems to develop an understanding of their effectiveness.

How will my business benefit?

- Changing the organizational culture so it encourages creativity and innovation
- Determine current performance levels and learn how to create a more innovative organization
- A focus on delivering innovative new products and services.

What makes this Toolkit course special?

- To enhance knowledge and understanding all delegates will role play challenging scenarios on:
 - A live future thinking case study outside the organization
 - A business issue (opportunity/threat) for the organization
 - An issue affecting your own role
- Gain more confidence in dealing with the ambiguous and the uncertain
- The inspirational surroundings of the Heaton Mount Executive Education Centre will stimulate your creativity and give you new perspective.

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

- Duration= 2 days

- Dates= 25 – 26 May 2010

Why is Manager's Toolkit different?

- Flexible Programme - You choose to attend 1, 5 or any combination of all 11 modules. If all eleven modules are completed you receive a Bradford University certificate.
- All courses encourage practical application of skills learned. After each course managers consolidate, relate and evaluate learning back into 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. Manager's Toolkit helps you build people who will build your business.



Invest in YOUR leaders of tomorrow. Contact us today:

Executive Education
University of Bradford School of Management
Heaton Mount
Keighley Road
Bradford BD9 4JU

Tel: **+44 (0)1274 236679**
Email: **execed@bradford.ac.uk**
Web: **www.bradford.ac.uk/execed**