



BRADFORD
UNIVERSITY
School of Management



manager's
 **toolkit**

Investing Today in the Leaders of Tomorrow



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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.

// Thinking Strategically – Seeing the bigger picture. //

Tools to navigate through today's challenging issues.

Managers frequently lack the time to see the bigger picture, resulting in a tendency for reaction rather than action. This course is all about the bigger picture and what your organization should do about it.

Who's it for?

All managers and directors who are responsible for the success of their organizations – not simply those involved with strategic planning. This course is relevant to managers from all sectors and organization size.

What does this course cover?

This course helps you to appreciate the variables, inside and outside the organization, which shape and drive the business and market environment. Understand how companies can survive and thrive in volatile markets by utilising opportunities, effectively responding to threats and out-manoeuvring the competition.

- Understanding strategy
- Macro and micro environmental influences
- Identifying internal competencies
- Strategic use of SWOT analysis
- Understanding competitive advantage
- Spotting irregularities and interpreting data to anticipate emerging opportunities and threats
- Strategic choices

How will I benefit?

By the end of this course you will be able to:

- Learn to think and behave strategically
- Apply leading edge tools that are essential for long term success
- Learn to stand back from tactical detail and address the issues you are facing
- Identify your company's competitive position within its market
- Develop a workable strategic SWOT analysis
- Produce meaningful strategies from a menu of choices
- Identify barriers to strategic implementation.

How will my business benefit?

- By encouraging managers to take a strategic perspective
- By introducing strategy to everyday thinking
- By providing practical tools that help managers match external issues with internal competences
- By focusing on competitive advantage.

What makes this Toolkit course special?

- A practical and interactive course which gives you the opportunity to stand back and review/preview the major issues facing your organization
- Development of a Toolkit of strategic planning tools
- 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= 22 – 23 February 2010

// Excellent introduction to strategy, found all parts informative and worthwhile. //

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- 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:

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