

Leading Ahead: How to Manage More with Less

Resources have changed and outlooks have been revised. Now you must shift your priorities and adapt leadership and management practices for growth, not mere survival.

Right now, heads are spinning, and it's difficult to focus on business. Employees and managers are, on a routine basis, distracted by a domestic recession and a widening and deepening global economic downturn. For American residents and businesses, a new administration may offer hope, yet consistency and stability are, most likely, far down the road.

Throwing up your hands and joining the ranks of the "victims" of this universal ambiguity fails to set the appropriate and necessary tone for 2009. Emphasizing to your team the need to "get back to work" is a knee-jerk reaction that fails to address the concerns of your customers, clients, and employees. 2010 is on the horizon, approaching fast.

To counter the uncertainty, leaders need to refocus efforts on both strategic and tactical issues. Neither can be ignored; both are crucial to success and growth.

Leading Ahead: How to Manage More with Less provides the essential best practices and research to help your teams face the facts and face them boldly, head on, and successfully.

In the workshop, participants learn how to focus team and individual efforts towards the organization's strategic goals. They discover how to manage more actively, visibly, and confidentially.

Business as usual may—with luck—lead to survival. Building the path and creating the teams for growth and prosperity is the better option.

Workshop activities can include:

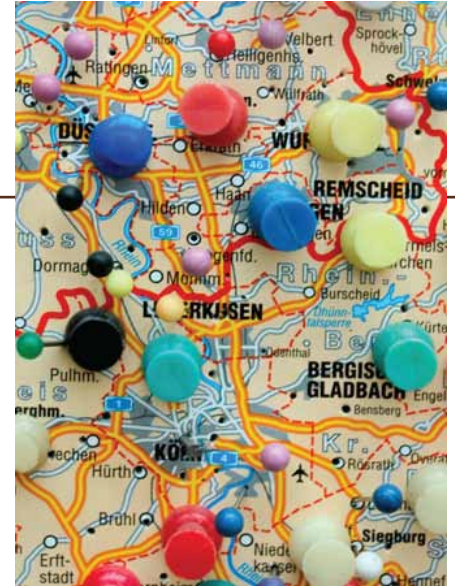
1. The Sky is Falling: how the current environment affects us and the business—and how to accept and progress,
2. Rising Above the Emotion: how emotional intelligence (EQ) drives our actions and how adaptability of emotions leads to more clear communication and commitment—proper passion works,
3. TALK About It: a coaching model (TALK) that directs leaders and their teams towards open-ended, results-based communication,
4. Daily Management Effectiveness: best practices for meeting and time leadership (not management), key principles of lean thinking that can be rapidly applied into daily routines, and strategic thinking for every day,
5. SWOT & Do It: Strengths, Weaknesses, Opportunities, and Threats and an action plan. Not your usual SWOT.
6. Assessing the 4 Ps: assessment of people, practices, processes, and projects, and
7. Yes, Development is Crucial: now is the not the time to ignore succession planning.

Workshop size: 12–18.

Workshop length: 1½–2 days, depending on client needs and customization.

Workshop skill level: appropriate for all levels of management, especially senior managers, directors, and vice presidents.

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End results include:

- Increased effectiveness of daily manager: employee conversations and team meetings,
- Renewed employee engagement,
- Decrease of voluntary turnover by "survivors" of restructuring,
- Proper, timely prioritization of projects and tasks,
- Avoidance of water cooler gossip and venting, and
- Re-commitment of managers to the essential duties of their roles.

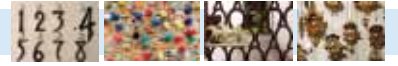
Participants receive comprehensive workbooks, which may include individual Emotional Intelligence Appraisal™ reports, and a comprehensive guide to articles and research on the topic (e.g., *Harvard Business Review* and Gallup). They also receive 1 follow-up coaching session.

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Before you run, you walk. Before you lead, you manage—well.



About The Bulling Towne Group, LLC

Your organization's leaders struggle to do two things: run a business and manage employees.

Making smart business decisions takes more than concrete experience. It requires courage and competence in addressing individual strengths and ambitions. New managers swiftly learn it is far from straightforward to operate a function and manage people. Experienced managers are reminded of this fact with each "people problem" they tackle.

The Bulling Towne Group helps your leaders accomplish what appears to be clear cut and logical yet often leads to ambiguity and frustration: managing people.

As executive coaches, organizational development experts, and seasoned facilitators, we help leaders, managers, and teams decide what to do and how to do it. We take problems and challenges off the plates of managers.

Our work has been featured in *The Wall Street Journal*, *HR*, *Reuters*, *The Christian Science Monitor*, *Women's Health*, *Heart and Soul*, *SHRM.org*, *The Rotarian*, and *CareerSmart Advisor*.

We are based in the San Francisco Bay Area, and our global facilitation and coaching experience includes working throughout the US and Western Europe. Our clients include Fortune 1000 companies and well-funded Silicon Valley startups. Partners include Littler Mendelson, the nation's largest employment law firm.

About Leila Bulling Towne, Founder & CEO

Leila Bulling Towne is a seasoned strategist specializing in management and leadership sociology and communication.

As an executive coach, Leila helps busy leaders make strategic business and employee decisions with confidence and a forward-thinking approach.

She hosts her own weekly CBS Interactive video series. In each 3 minute video, Leila captures the essence of today's most pressing management concerns, teaching business leaders how to motivate their teams to profit and productivity.

Leila's radio commentary can be heard on CBS stations nationwide. She is a go-to webinar host for the Society for Human Resource Management.

In addition to workshops and coaching, Leila facilitates executive offsites and delivers conference presentations.

Leila graduated from the University of California at Berkeley with an AB in English and German. She received her MA in English from The Claremont Graduate School at The Claremont Colleges.



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