

Manage Right . . . Right Now

Is it true that employees join companies and leave managers? Yes. A manager's actions and words affect the productivity of team members and the profits of the company.

Research from Gallup, PricewaterhouseCoopers, Watson Wyatt, and numerous other organizations confirm that employee turnover stems from poor management practices. Working with a manager who consistently sets goals, gives feedback, and provides opportunities for professional development is what motivates employees. Research also strongly points to how employee engagement leads to increased profits.

Manage Right provides new or recently promoted managers with the knowledge and tools to guide their groups to success. The session is interactive and practical. It is based on research and years of experience we have had in training and coaching managers and leaders.

Sessions for entry-level or emerging managers emphasize tactical, day to day elements of managing people, projects, and teams.

Sessions for managers recognized as company leaders emphasize the strategic elements of managing people, projects, and teams. Modules on strategic planning, SWOT, leadership presence, and emotional intelligence are recommended for experienced managers.

Workshop activities include:

1. Essential responsibilities of effective managers,
2. Setting goals and expectations for employees,
3. Learning how personalities affect communication styles (using the MBTI®),
4. Giving feedback, both positive and constructive,
5. Coaching employees,
6. Using a process for addressing performance gaps, challenges, and opportunities, and
7. Practice and action plans.

Workshop size: 12–18.

Workshop length: 1–2 days, depending on client needs and customization.

Workshop skill level: appropriate for all levels of management, up to and including Director; it is also ideal for individual contributors in team leadership roles.



End results include:

- Managers skilled in setting expectations and giving feedback to employees, thereby reducing time spent addressing performance challenges (aka “people problems)
- Managers having more time to address higher-level, strategic issues,
- Managers managing to strengths vs. weaknesses,
- Company resources devoted to growth initiatives,
- Retention improving, and
- Employee engagement—and profits—increasing.

Participants receive comprehensive workbooks, including any assessments, and 1 follow-up coaching session. Workshop sponsors receive guidance and coaching on implementation best practices and how to translate new behaviors and methods into daily norms.

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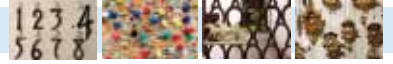
The logo for The Bulling Towne Group, consisting of the lowercase letters 'bt' in a stylized, serif font.

THE BULLING TOWNE GROUP, LLC

Toll free +1.800.789.8449
SF Bay Area Office +1.415.744.1991
Fax +1.415.963.4241
coach@bullingtowne.com
www.bullingtowne.com

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



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Sample Outline for 1½ Day Workshop

- Introduction: Agenda, Roles, & Expectations and Why Managing Right is Good for Business, .5 hour
- What Not to Do: High-Risk Yet Common Management Practices, 1 hour
- Setting Goals and Expectations: Individual, Team, and Company SMART Goals, 1.5 hours
- Personalities & Communication: The Myers-Briggs Type Indicator® and Learning How to Communicate Most Effectively, 2 hours
- The Basics of Feedback: Praise & Constructive Criticism, 1 hour
- Coaching: The GOAL Model for Coaching, 2 hours
- Manage Up, Down, Across, and Out: Learn How to Close Gaps or Address Challenges/Opportunities, 1.5 hours
- Planning and Practice, 1.5 hours

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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