



# Management Training. **Delivered.**

Online management course  
with proven results

WORLD CLASS  
MANAGER



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## Our Mission: Delivering what's needed, at the point of need.

We've advised over 700 CEOs and organisations in 50 countries. We've learnt what works and what doesn't with respect to world class people management. Our mission is to deliver what managers need, at the point of need, in way that works for the 21st century modern manager. We do this sharing best Practices and challenging managers in a way that's sympathetic to the challenge's managers face. We do it with the organisation's customers, shareholders and the communities they serve, in mind.

World Class Manager is designed to bring together all the best Practice we have observed into a cost efficient, online management course that delivers proven impacts for your managers and your organisation. We recognise that providing effective management training in a world where everyone is time poor and organisations are cost constrained is one of the key challenges they need to address. World Class Manager was created to meet this need.



# WORLD CLASS MANAGER



Critical skills for rapid improvement to managerial performance and productivity



3 easy to implement options  
- fully online, blended,  
coach-supported



Built on real-world insights from management best Practice from over 600 leading companies around the world



240 practical, actionable tools for rapid improvements in performance



Totally customisable to your organisation's needs



Suitable for new, aspiring and existing managers

# WCM Management Course – how it works

World Class Manager™ management course builds critical skills for new, aspiring and existing managers and is available in three easy to implement options.

## Fully Online

A 'ready to go' approach. This fully online option offers your people the full online WCM curriculum: videos, workbooks, assessment and CPD accreditation

Your project managers will receive the WCM project manager's guide - which is full of great best Practice and FAQ's on how to best implement and make WCM a success.

On completion of the course, participants can claim 12 hours of CPD accreditation for each series. (Up to 24 hours of CPD credits) if they complete both series.

The WCM programme can also be installed on to your company's existing intranet platforms.



## Blended

An additional level of support for clients that seek a combination of online and 'live' interaction. The blended approach mixes in interactive, live webinar sessions with the online programme. These are 'deeper dive' sessions into key WCM topic areas (and can be offered for each WCM module, or for selective topics which are most relevant to your organisational priorities.)

We also offer bespoke webinar creation on any additional topics, to support specific organisational learning needs and priorities.

Clients can also blend their own classroom learning workshops around the program modules.

This option offers a lot of flexibility and provides a good mix of fully online and a more traditional classroom approach.



## Coach-Supported

The highest level of support for participants. We have a range of different coach-supported packages: these include both one-to-one and team/group coaching sessions with our experienced WCM coaches. Participants will have an opportunity to discuss learning and any challenges they may be facing as managers.

One to one sessions: packages of 3 - 6 x 45min sessions.

On completion of the course, participants can claim 12 hours of CPD accreditation for each series. (Up to 24 hours of CPD credits) if they complete both series.

Team/Group Sessions: packages of 90-120 minutes.



## Additional features available for all 3 options are:

Staged release of modules: from a full release of all modules at the start of programme, to a more structured release schedule over 3, 6, 12 or even 24 months.

Project manager's guide of best Practice and FAQ's on how to make WCM a success.

A webinar launch with one of our partners – a live interactive session which sets the scene for your managers learning journey.

Options to upload your own existing online content, including senior executive videos and communications

Management information data to evaluate progress

CPD completion certificates awarded at the end

We can also create a stand-alone customisable site for you using the WCM content but with your organisation's branding and imagery.

Users can join regular webinars on 'hot' industry and management topics.

**CPD  
CERTIFIED**  
The CPD Certification Service



"We chose the World Class manager programme because of its ease of implementation, impact and clear ROI. We value our managers and investing in them is key to our long-term success."

**Nick Ulycz**  
Chief Operating Officer, Domestic & General Group



# Develop your entire management population in five simple steps

## Step 1

Choose either the fully virtual, blended or coach supported option

## Step 2

Link your organisations strategy/goals to our WCM modules

## Step 3

Engage all managers through our virtual launch, blended live interactive workshops, or through individual or team coach supported sessions

## Step 4

Evaluate progress with our management information data

## Step 5

Award CPD completion certificates and capture learnings

**Whether you prefer your management development course to be fully online, or with more 'live' interaction and support, World Class Manager offers you the flexibility to meet all your online management training needs.**



Royal College  
of Physicians

"We serve so many important stakeholders, who in turn impact on our nations health and well-being. Great management is key to all of this and World Class Manager assists us by building this collective management strength."

**Ian Bullock**  
**CEO Royal College of Physicians**



# WCM Curriculum

The WCM curriculum is the complete manager's journey. It is results focused and achieves outstanding improvement rates for users.

The curriculum consists of 24 modules of the critical 'hard' and 'soft' skills that managers need to be successful and provides over 240 practical, actionable tools that can be put to immediate use for immediate impact.

Each module contains a bite-sized video, workbook and assessment with CPD accreditation.

The curriculum is structured into Series 1 and Series 2 (each series consists of 12 modules)

It can be deployed at a pace that suits your organisation – from immediate release of all 24 modules, or a staged release programme running anywhere from 3 to 24 months.

## Module Series 1

In Series 1 managers will learn core foundational skills to enhance their impact as leaders: how world class managers think and behave, how they set goals to align with strategy and vision, how they run effective meetings, give impactful team briefings and hold great one to one's. In addition we start building a more strategic perspective to a manager's thinking with a focus on customer and stakeholder engagement and what this means for their day to day leadership.

Additional core themes are: what does it mean to be a great people manager, how to be a value add contributor to the organisation's success, how to develop a great leadership brand and how to manage one's time effectively.

The modules are highly structured and contain a mix of targeted actions and reflection points to achieve rapid improvements in impact. We recommend managers involve their own supervisors in their learning journey, as we find that the program forms a great discussion focus for their one to ones and ongoing assessment. Learners can also cite progress as evidence for their year-end performance reviews.

An additional benefit is that the curriculum can also be aligned to any key organisational priorities and can be contextualised by senior leaders and HR professionals. We can advise on how best to achieve this.

## Module Series 2

Series 2 takes the learner's journey further. It builds the managers skillset by incorporating critical skills that senior leaders and team members need their managers to excel in: effective delegation, coaching skills and feedback skills, how to have difficult conversations and manage conflict.

The importance of building resilience and managing their own well-being and that of their team is also highlighted and there is a strong EQ thread that runs through the series. Managers will learn the importance of focusing not just on task, but also on relationships and emotional awareness. People engagement becomes a core focus in one of the modules as does managing change. Helping leaders become more strategically aware is further enhanced with modules focused on how to make the transition from manager to leader and how to think more strategically, in the way senior leaders need to.

The series aims to create a greater understanding of how managers can better align their own and their teams' activity to the organisational strategy and goals.

Together with series 1, series 2 will give managers a grounding that will set them up for success in their entire managerial career. The program will help to create great people managers who will become great contributors to their organisations mission and success.



# Module Series 1



## 21<sup>st</sup> Century Management

### Why you need to think and act differently as a manager

Great managers really do think and act differently. How does a 21st century manager need to think, act and focus their attention to create maximum value in their organisation?

- Learn how world-class managers create value for the organisations
- Discover how they create and leverage highly engaged teams
- See how they excel at customer and stakeholder engagement



## Improving Communication

### Engaging hearts and minds

Good communication is the lifeblood of every organisation – it is one thing that everyone will often say can be improved. How do we get this right, starting with our team, to get the best results we can?

- Make organisational messaging meaningful to the team
- Use communication to make others feel connected and valued
- Executing leadership's strategy – making sure there are transparency and understanding of new initiatives



## Great Goal Setting

### Achieving your potential

Sustainable success does not happen by chance; it begins with great goal setting and the ability to bring others along on the journey. Great goal setting leads to great results.

- Set goals for the team that align with organisational business goals
- Break goals down to what's specific, measurable, attainable, relevant, time-based
- Motivate and help team members understand the 'how and why' their roles are important, and how it connects to the organisation's vision



## Optimising Your Time

### Getting the right balance

Time is one of our most precious commodities – how we best use it effectively and strategically can make the difference between good and great management.

- Prioritise your time to focus on the things that really matter as a leader
- Deal with overwhelming demands from emails, meetings, and conference calls
- Regain balance – time to reflect on the big picture and high-value activity



## Inspiring Appraisals

### The new way to appraise

Inspiring appraisals are the bedrock of developing and engaging employees – a core competence of great management. How do the best prepare, execute and follow up in these key conversations with their people?

- Construct "appreciative conversations" for the benefit of appraisee and manager
- What a great 'one to one' looks like
- Create follow-up and reflection to support change



## Better Meetings Better Results

### The discipline of great meetings

What is the meetings culture like in your organisation? How do you contribute to it? What are some great ideas to make your meetings more dynamic, productive and occasions that people really enjoy attending?

- Learn how to create meetings that add value for everyone
- How to create personal impact in meetings – as a chair or as a participant
- Best Practice into how to prepare, execute and follow up meetings





# Module Series 1



## Creating A Stand Out Team

### Vision on the brain

High performing teams all share common attributes. What are they and how can you adopt some of these Practices to create a stand out team in your organisation?

- The building blocks of creating a standout team
- The power of visions that align with organisational and personal objectives
- People engagement driving high performance



## Managing Up

### Helping your manager win

Managing up is about how we create adult-to-adult, partnership-based relationships with those that have significant influence across the organisation. It is also about how we successfully align to our manager's expectations and deliver on them.

- Understanding your manager's perspective and needs
- Acting as better partners to stakeholders – where both needs are met
- Create adult to adult partnership-based relationships with those that can have a significant influence on your career



## Understanding Our Customer

### The psychology of a customer

We all have 'customers' in one form or another; understanding what matters to them, what good looks like in their eyes and how we utilise those insights will not only help us deliver for them, but will enhance their perception of our value.

- Better understand the needs of key stakeholders to deliver and even exceed expectations
- Use empathetic perspective to improve customer experience
- Be future focused with an eye to current trends, changing market conditions and new innovations



## Presenting With Presence

### Be seen the way you want to be seen

The ability to present and communicate with an engaged, authentic presence is not just critical to great stakeholder engagement, but can be a key differentiator in terms of the perception of our value. What are the 'best in class' insights that great communicators employ – in strategising, messaging, storytelling and delivery skill?

- Get your message across with impact, clarity and presence
- Understand what an audience needs from a speaker
- Engage hearts and minds and bring content to life
- Best in class preparation techniques



## Developing Me, Developing My Team

### Don't just survive, thrive!

No-one will care about your career as much as you do, so what are some great ideas to take control of your career? Equally, helping your team grow and develop on their career journey, will help you on yours; and hugely increase their motivation.

- Become a role model for others on how you challenge yourself towards continual improvement
- How to better understand the future aspirations of your team members
- A framework to consider both individual and team development



## Being A Strategic Leader

### Getting your journey from A to B

Becoming a strategic leader is a key 'step change' that all managers need to make on their leadership journey – for their advancement and for their ability to think and act strategically to drive positive change. It's also hugely impactful for their leadership brand reputation!

- Understand how the CEO, CFO, Marketing Director, Head of Operations, HR, CIO and other senior leaders base their key decisions and why
- Better understand how to best support and communicate with executives in these positions
- Align your team objectives and focus to the strategic needs of senior leadership



## Module Series 2



### Engaging Your People

Studies from London Business School to the UK Governments 'Engage4Success' have demonstrated the clear link between improved employee engagement, improved customer feedback and improved commercial performance. Managers play the most important role in this entire value chain.

- Understanding what world class engagement is (and isn't)
- How to best engage your team
- How to help your team boost overall organisational engagement



### Delegation For Leaders

Modern approaches to leadership have moved away from command and control to delegation and empowerment. Managers need to learn to lead through others. The benefits for all are huge: team members have an opportunity to grow and develop, managers gain precious time to focus on high value activity and the organisation benefits from both.

- Understanding what to delegate, to whom and why
- Best Practice delegation techniques
- Delegation 'no no's!!'



### Coaching Your Team

In many leading organisations, coaching is now seen as a key competence for any successful manager. It can have huge impacts on the team and individual performance and motivation. A recent study found that effective coaching improved performance by up to 21%. In this module you will learn how coaching can help drive performance, maintain motivation and develop people.

- How to create a great coaching relationship
- A model for effective coaching
- How to build a learning and improvement culture in your team



### Influence For Success

One size doesn't fit all. A modern manager needs to be able to engage and influence a multitude of different stakeholders to be effective. This module looks at understanding different approaches to influencing and stakeholder engagement and the importance of being able to flex our style to seek win:win:win outcomes.

- Different Styles: my style, their style
- Flexing my style - 10 different influencing approaches
- Aiming for a Win:Win:Win Model of influencing



### Feedback Skills

The ability to give and receive effective feedback has to be a key component of every manager's toolkit. Aligned with coaching, it has a major impact on motivation, development, people engagement, driving the right behaviours and performance, yet it is remarkable how many managers avoid this vital part of their team communication.


- How to give and receive feedback effectively
- Best in class feedback models and their benefits
- How to make feedback part of your ongoing dialogue with your team members, as well as understanding the impact of a no feedback culture



### Managing Conflict

Conflict is a part of organisational life. Everyone has different attitudes and approaches to dealing with it. Conflict is situational and requires a flexible approach.

- User friendly model - Thomas Kilman Model and its application
- Understanding our own approach to conflict resolution and that of others
- Balancing the mutuality of needs



## Module Series 2



### Difficult Conversations

Difficult conversations are never easy, but they can be made easier if certain key principles are followed. Outcomes can be more effective and relationships can be better maintained.

- How to prepare for a difficult conversation
- How to manage a difficult conversation and make it a constructive experience
- How to execute and manage any challenging emotions in the conversation



### Resilience and Wellbeing

There is no hiding the fact that today's managers are under enormous time and workload pressures. Being resilient has become a key ability for manager's own well-being and that of the people they manage.

- Techniques to develop resilience
- Importance of positive outlook, perspective, and managing self-talk
- Helping your team become more resilient and managing their well being



### Emotionally Intelligent Leadership

Emotionally aware leaders are better able to get the best from themselves and their people. Studies have shown that there are strong correlations between people in senior positions and their levels of Emotional Intelligence. This module will give more understanding on how managers can use EI to better manager themselves and others and how to lead more effectively.

- How to build awareness of our own emotions and those of others
- Managing emotions - self-regulation in pressured situations
- The power of empathy



### Managing Change

It is almost a cliché now to say 'Change is the new constant', but it is true. Every organisation seems to be going through regular change and the ability of managers to manage themselves and their people through these changes will correlate hugely with performance and motivation. In this module, we will cover how to lead team members effectively through change – large and small, practical and emotional.

- Managing yourself through change
- Leading your team members through change
- Best Practice in communicating through change



### Manager To Leader

What is the difference between managing and leading? Does the modern leader/ manager need to be able to do both effectively? How do you make the shifts from manager to leader?

- The shift in thinking
- The shift in doing
- The shift in communicating



### Being The CEO

CEOs have a unique view of the organisation as a whole. Many CEOs are frustrated that others don't share their view, especially their managers. Winning organisations are able to align the views of CEOs and managers.

- What the CEO sees/wants
- Your role as the CEO's key ally
- Developing your 'own board'

## Partners we work with





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