

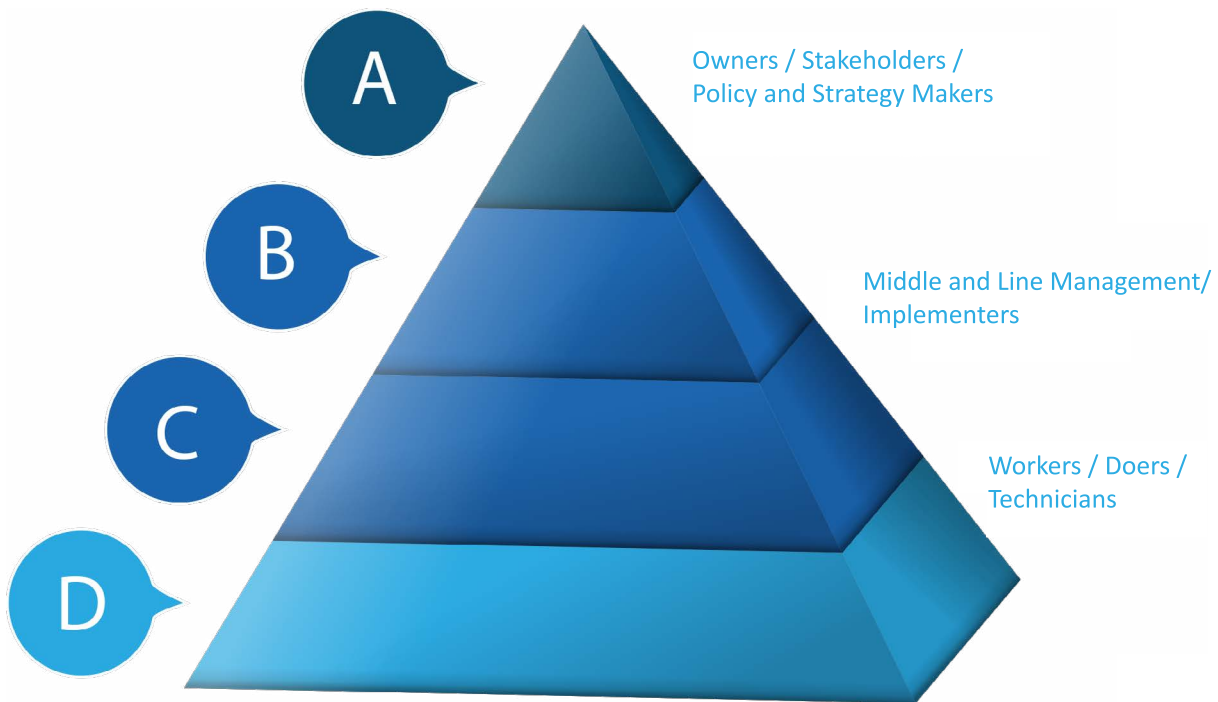


MAGNA



PRACTICAL SKILLS
DEVELOPMENT PROGRAMME
FOR MIDDLE & LINE MANAGERS

Business experts across all industries and sizes of organisations agree that it should be the role of senior managers / directors to create the vision, devise strategy, set policies, and provide leadership. Thereafter, competent and capable middle and line managers / supervisors should implement these plans and achieve the desired results with on-going supervision & leadership.



However, supervisors, line and middle managers are often promoted from the lower ranks because they performed well in their previous role but it is now essential that they are provided with the knowledge, skills and attitude & behaviors (competencies) to undertake a very different role and set of responsibilities.

“In a hierarchy every employee tends to rise to their level of incompetence”

- Dr Laurence J Peter, The Peter Principle

MAGNA (Managers Assisted in Gaining New Abilities) is not another “off the shelf” training programme, it can be jointly designed by you and our expert trainers to meet the specific needs of your organisation. In this light, MAGNA’s “Lego Blocks” graphic is highly relevant as we facilitate you to identify and prioritise training needs and then we build and deliver a training programme to satisfy clearly defined training objectives / learner outcomes. As well as meeting precise training needs this approach also optimises the use of time and budgets which results in a very positive learning experience and promotes the concept of continual development & improvement.

From start to finish, MAGNA is enjoyable, participative and job relevant. It combines well tried & tested training methodologies with modern technology and is delivered by well qualified and skilled trainers with extensive experience of actually doing the job themselves. Firmly focused on building job related skills, examples and case histories blending the participant’s personal experience & challenges with best management practices in similar industries.

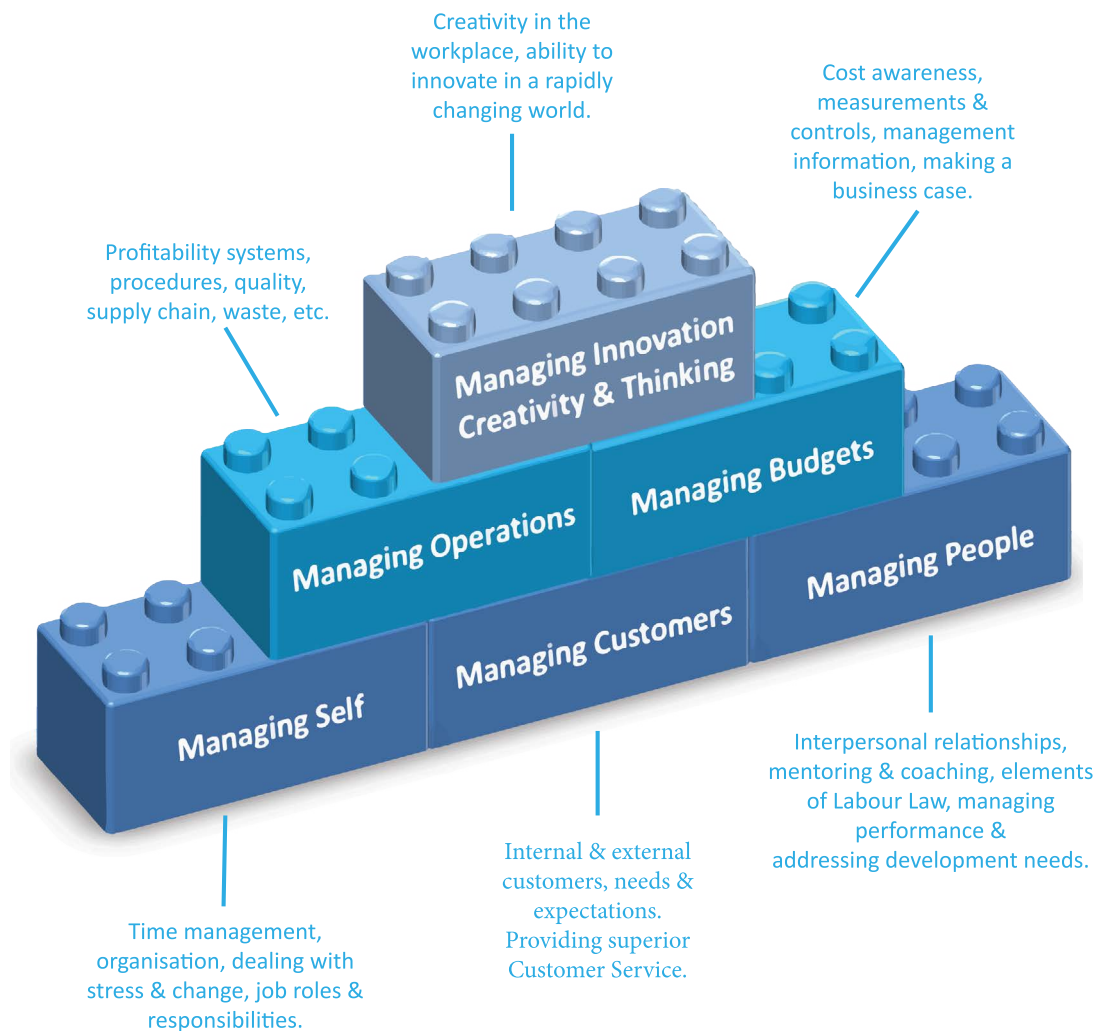
Training Programme Workbook

Participants will be provided with a custom made training programme workbook which is used throughout the programme and provides an excellent support to the learning and skills building.

Research shows that good quality programme workbooks can add as much as 45% to the learning process as they:

- ☾ Insist on participants reflecting on the identified relevant learning from each module.
- ☾ Encourage participants to document the “nuggets of learning” & prioritise points of information.
- ☾ Facilitate the building of personal & team Action Plans, greatly assisting the ‘CONVERSION OF KNOWLEDGE INTO ACTION’.
- ☾ Assist memory and together with training materials, act as a valuable subsequent reference.
- ☾ Facilitate participants to dovetail learning into other organisational development and plans.
- ☾ Cultivate an awareness and understanding of the personal, organisational and systems change required for superior performance.

Possible Programme Components

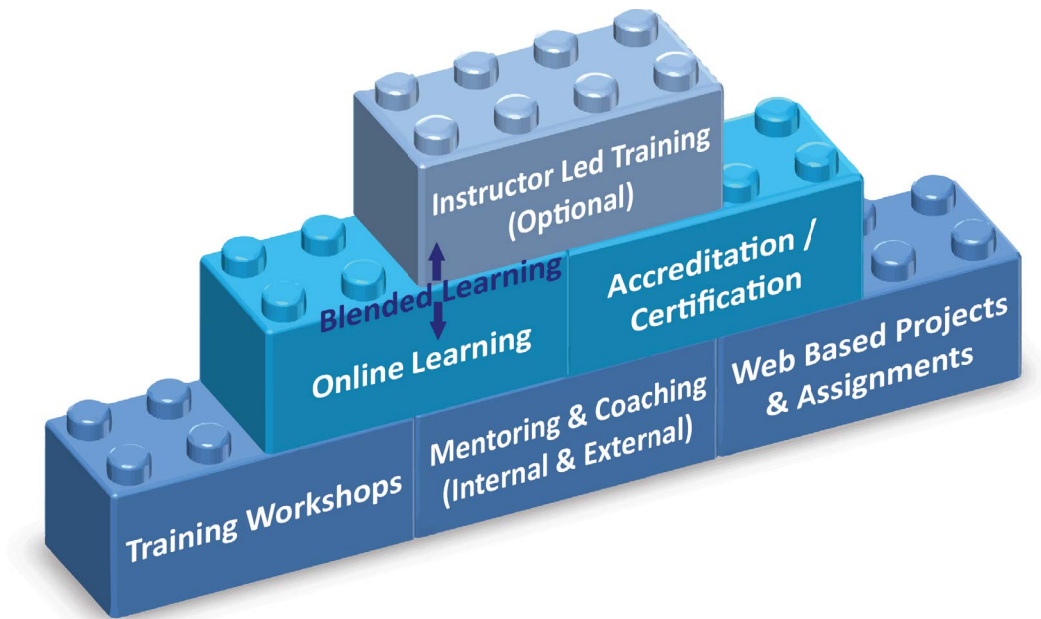


Note:

Programme can accommodate elements/modules delivered by the organisations management where subject specific inputs and policies are necessary.

MAGNA's 'Building Blocks' allows you (with our assistance, as required) to decide the level, content, structure, duration, emphasis, outputs and evaluation method of your programme. You even decide how much it costs!

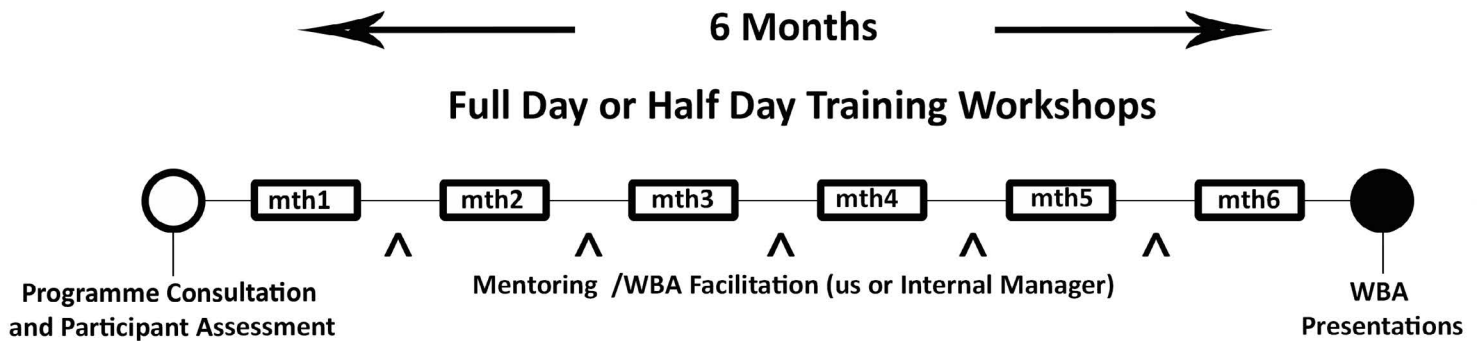
Examples of Delivery Elements



Key Benefits:

- ☺ Clear and measurable objectives for (i) the programme overall and (ii) each individual module.
- ☺ Strong focus on job related, practical skills development.
- ☺ Gets participants to think like managers, build confidence and take responsibility for KPI outputs.
- ☺ Assists succession planning.
- ☺ Programme workbook – allows learners to document expectation and capture the 'nuggets' of learning and plan from implementation from each module.
- ☺ One point of contact programme manager for client project.
- ☺ Individual or small group work based assignments or learner outputs with certification are optional.
- ☺ Optimised training impact and return on investment. (The WBA's generally pay for the training programme and some.)

Overview of Sample Programme and Cost



Typical cost for a group of 15 participants (subject to agreed specifications)

- ☺ Programme consultaion and agree programme design / specification.
- ☺ Learner Assessment (to establish appropriate training, content, level and pace).
- ☺ 6 Full Day training workshops
- ☺ Individual or group mentoring/ Work Based Assignment (WBA) facilitation (Optional).
- ☺ Assessment of Learner Outputs (in association with client).
- ☺ Dual Branded (Client and Optimum Results) certificates.

€ 7,500 (€500 per participant) inclusive of all training, materials (hard copy and electronic), programme workbooks and administration management. Exclusive of venue and refreshments.

Note:

Line Management training often highlights training and development requirements of more senior management and other organisational development needs which, if desired, can become part of an extended and coordinated programme.

The Delivery Team



Aidan Harte

Founder of the Irish based businesses Optimum Results (Business Skills Training) and Customer Perceptions (Customer Research) in 1995. Aidan has over 30 years of wide ranging management experience across many sectors and known for the design and delivery of highly results focused, practical and cost effective services to “Improve the performance of an organisation through improving the performance of its people”. Originally a Commerce student in his native Cork, Aidan has an MSc in Executive Leadership, two ‘Business Counseling’ qualifications and a formally qualified trainer. He’s a Graduate & Fellow of the Marketing Institute of Ireland and the Chartered Institute of Marketing, a Fellow of the Institute of Management Consultants & Business Advisers, a Fellow of the Institute of Leadership & Management and is prominent in a number of other business organisations in Ireland and overseas.



Frank McGlone

Frank is a Senior Training Associate at Optimum Results for over a decade. He has been involved in management and business development for almost twenty years during which time he has worked with some of the country’s largest businesses. Frank is a widely experienced Trainer, Consultant and Executive Coach as well as being Chairman of a number of Companies, for example Botanic Inns Ltd in Northern Ireland. He has been involved in facilitating and developing strategies for many substantial organisations including a US owned manufacturing company with \$1 billion turnover in Europe. He is also retained by a number of UK and Irish based companies and organisations to provide ongoing strategic support and advice, some of these for over 15 years. Frank has lectured extensively and been involved in the delivery of many programmes for organisations including The Irish Times, University of Ulster, Invest N.I. and Enterprise Boards.



Dee Murphy

Dee Murphy MBS, BSc (Hons), MIA H. Dip is an Organisational and Career Strategist – helping people discover what excites them, developing their brand and giving them the tools to build a life around what they enjoy doing in a unique and valuable way.

A senior training consultant with Optimum Results, Dee holds an MBS in Management & Organisational Consultancy from the Michael Smurfit Graduate Business School, UCD, a BSc (Hons) in Psychology with Psychoanalysis (PSI Accredited) and an MIA in Public Relations and Communications.

She has extensive experience in training and development across a range of corporate and educational settings from working with people in top-tier Management, MBA and at under-graduate level to those from challenging backgrounds and disadvantaged communities.

With published and awarded research on gender biased teaching practices and their effects as we move into adulthood, Dee is a champion of “women in the boardroom”, aiming to help debunk stereotypical discriminations.



Andrew Woods

Andrew is a Senior Associate Consultant at Optimum Results. His training & consultancy style blends seamlessly with the 20 year old philosophy of our company “a company is only as good as its people and the better the team perform the more successful its business performance”. Mostly specialising in the Retail & Service sector, he engages with the key stakeholders to develop and deliver early and significant results.

He boasts strong leadership skills, decisiveness and clarity in communication as part of the success of his career in Management Training, Consultancy, Coaching and Mentoring. He has accumulated a wealth of business knowledge and experience from across many sectors in home and foreign market places. Andrew is a Member of the Irish Institute of Training & Development and the International Coaching Federation. He is a Qualified Executive & Business Coach and Project Manager.

Please contact us for further information and discussions

Visit our website: www.optimumresults.ie

email: info@optimumresults.ie

or call: 042 93 33 33 0 33

About Us

For 21 years Optimum Results has specialised in ***“Improving the performance of organisations through improving the performance of its people”***, i.e. building Management & Staff Competencies so as to optimise business performance. Based in Ireland, midpoint on the Dublin / Belfast economic corridor, we have a full-time team of 22 people with 18 Specialist Associates. To-date, we have worked with over 9,000 clients across 11 Countries.

Our “Catalyst” and our Professional Business Advisors (PBA) Programmes are classified as “International Best Practice programmes” by the European Union’s Training Foundation (ETF). Recent years has seen Optimum Results also develop an advanced ‘On-Line Learning & LMS’ Services Division, Seams Cloud. This provides remarkable innovation and other benefits in cost, time & results and effectiveness of its training services to clients at home and overseas.

Our customer research division, Customer Perceptions, also established in 1995, is a leading provider of customer research feedback for managers of Retail & Service businesses and recently produced its 800,000th Mystery Shopping Report.

