



The Institute for Management Studies, 201 West Liberty Street, Suite 100, Reno NV 89501

SUBJECT **LEADING VS. MANAGING:  
THE DIFFERENCE IS KEY TO YOUR SUCCESS**

FACULTY **MR. PAUL BRIDLE**

LOCATION **Bellevue Club  
11200 Southeast 6th, Bellevue, WA 98004  
(425) 455-1616**

DATE **Thursday, April 22, 2010**  
REGISTRATION **8:30 AM**  
SESSION **9:00 AM - 4:00 PM**

#### **TIME TOPICS**

**5% Background to research in to why effective organizations are so good at what they do**

**20% What people want from a Leader**  
• Characteristics that people respond to in a leader  
• Self-leadership as a foundation for leading others

**25% Measuring Leadership in Business**  
• When to be a leader and when to be a manager  
• Measuring against what people want from a leader  
• Developing leadership ability

**40% What structures are in place to make is possible to empower people?**  
• Clarification of purpose  
• Standards that make sense  
• Measurements that appeal to people  
• Ability to do the job  
• Behaviors that make it happen  
• Communication that works

**10% Measuring your current position**  
• How to identify your own gaps

#### **SEMINAR DESCRIPTION**

Effective leaders can do two things well. They can empower people in a way that will make people take ownership for their role and responsibility for their actions. Leaders also know what they need to do to get people to respond to them. What do successful organizations do to enable people to take ownership? How do leaders move from managing to leading so that people will follow? This session will not only give an insight into what successful organizations do, but will give tips on how to achieve it.

#### **FOR RESERVATIONS**

**William M. Woods**

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## FACULTY



**MR. PAUL BRIDLE** was born in Africa and moved to England in the mid seventies, but now spends much of his time speaking around the world. He has successfully set up and run a number of companies and still owns companies operating out of two continents. He has a wide range of experience in management of small and large organizations. Mr. Bridle's work is now devoted mainly to developing people to build successful organizations in his specialized area 'Leadership'. He has spent 17 years independently researching global best practice. He continues to interview top class world leaders in business, politics and the voluntary sector. He has developed a unique leadership programme, which is capable of measurable results. Mr. Bridle, a Certified Speaking Professional, is a very dynamic speaker who puts across a powerful message. He believes that people should go away from a session being able to put into practice what they have learnt. This makes his presentations meaningful and beneficial to those who attend. Mr. Bridle is the author of *Leadership; The Never Ending Story* (Management Books 2000 Ltd.), *Question Your Thinking* (Bridle Academy UK Ltd., 2006), and *Things I Have Learnt from my Father/Son* (Bridle Academy UK Ltd., 2006).

## GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE  
(Pres, Exec & Sr. VP)

EXECUTIVE  
(VP & General Mgr)

SENIOR MANAGER  
(Div. & Reg. Mgrs)

MIDDLE MANAGER  
& SUPERINTENDENTS

3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1	1
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Ping	Pchsg	R&D	Sales	

### APPLICABILITY

"1" indicates primary target audience

"2" indicates a good fit if the level of material is appropriate

"3" indicates (in the opinion of the Institute and faculty) limited applicability.

## FOCUS

PRIMARY

### LEADERSHIP DEVELOPMENT:

Adaptability, Commitment, Communication, Developmental Perspective, Interpersonal Relations, Judgment, Motivation, Persistence, Use of Time

SECONDARY

### EXECUTING/CONTROLLING/EVALUATING:

Decision Making, Use of Authority

TERTIARY

### PLANNING/ORGANIZING:

Problem Identification

## LEVEL

Introductory  Intermediate  Advanced