



# London 2010

## **JAN 27: THE KEY TO CREATING LOYAL CUSTOMERS: MANAGING THE EXPERIENCE THROUGHOUT THE ORGANIZATION - CHRIS DAFFY**

This workshop explains how the latest Customer Experience Management techniques are used to develop and implement a business strategy that will deliver industry and/or sector leading business performance. It also shows how exceptional service delivery may be harnessed to drive cultural change, motivate employees and create worthwhile differentiation and sustainable competitive advantage.

**Chris Daffy** is one of the UK's best-known authorities on customer service. His book, *Once a Customer, Always a Customer*, was first published in 1996. There have since been four more print runs including one in India and the latest one in America in 2001. He is a founding partner of The Marketing Group, Managing Director of the Academy of Service Excellence and has served as a non-executive director on the boards of many UK companies.

## **FEB 10: DEALING WITH DIFFICULT PEOPLE: BRINGING OUT THE BEST IN OTHERS, EVEN AT THEIR WORST - DR. RICHARD BRINKMAN**

To help participants increase their communication flexibility, this session will focus on the three keys to unlocking successful communication. First, we will consider what motivates people to behave the way they do. Second, we will explore the communication skills we use unconsciously with people who get along with us, and then learn how to consciously use those skills with difficult people. Finally, we will see how to deal with 10 types of behavior that make certain people unbearable to work with.

**Dr. Rick Brinkman** is the developer of Conscious Communication™ trainings and the principle of Rick Brinkman Productions, Inc, a training and development company. He is author of numerous books including the international bestseller published by McGraw Hill, *Dealing With People You Can't Stand, How to Bring Out the Best in People at Their Worst*, which has been translated into 15 languages.

## **MAR 9: INFLUENCE AND ACTION: THE ESSENCE OF EFFECTIVE LEADERSHIP - DR. ROBERT BIES**

As a leader, you will be expected to influence others, including your team, your superiors, and managers in different departments, as you build support for change and implement new programs. This seminar will examine the qualities and skills of leaders who get "extraordinary" things done under tight time and resource constraints. We will discuss how to get people to embrace change, how to build trust and credibility, how to manage the politics of relationships, and how to inspire those around you to follow your lead.

**Dr. Robert Bies** (Ph.D., Stanford University) is Professor of Management and Founder of the Executive Master's in Leadership Program at the McDonough School of Business at Georgetown University. In addition, he is co-author of the book, *Getting Even: The Truth About Workplace Revenge-And How to Stop It*, which is published by Jossey-Bass.

## **APR 13: POWER PRODUCTIVITY: THRIVING IN A COST-CUTTING ENVIRONMENT - WAYNE BURKAN**

How do you do more with less, when there is so much "less" to go around? Cutting costs does not mean you need to sacrifice your organization's future. In fact, you can actually emerge from the experience stronger and more flexible than you thought possible. This information-packed and thought provoking session will provide you with dozens of productive and highly profitable ideas of how to thrive during, and especially after your organization has cut costs to the bone.

**Wayne Burkan** has authored several books, including *Wide Angle Vision*, which was lauded as "required reading" by *Success Magazine*. He is President of Alternative Visions and is on the faculty of the Technology Transfer Institute. He is a guest lecturer at the Penn State Advanced Management Program and consults to hundreds of organizations worldwide.

## **MAY 21: THE POWER OF COLLABORATION: THE FOUNDATION OF GREAT LEADERSHIP - DR. CAROL KINSEY GOMAN**

Collaboration has never been more important than it is in today's challenging business environment. Collaboration increases engagement, innovation, productivity, and organizational competitiveness. But collaboration doesn't happen without great leadership. Collaborative leaders must understand how to create an environment in which people choose to participate and contribute. Inspiring, interactive and energizing, this session will give you the insight and skills to build collaborative relationships within your team and throughout the organization.

**Dr. Carol Kinsey Goman** is a consultant and executive coach who specializes in the human side of organizational change. She has published over 100 articles and is the author of several books including *This Isn't the Company I Joined*, *Change-Busting: 50 Ways to Sabotage Organizational Change*, and *GHOST STORY* - a business fable about collaboration and why people don't tell what they know.

## **JUN 8: CRITICAL DECISION MAKING: THE ROLE OF CONSTRUCTIVE CONFLICT - PROF. MICHAEL ROBERTO**

Through fascinating examples from history, including the Bay of Pigs, Cuban Missile Crisis, and the tragedy on Mount Everest, this workshop will explore the following: the five myths of executive decision making; how to foster open debate; how to achieve "diversity in counsel, unity in command"; how to move to closure: overcoming the inability to decide; avoiding "analysis paralysis" and other pitfalls; how to gain the whole-hearted commitment to act; and how to address hidden doubts that could undermine your final decision.

**Prof. Michael Roberto** is the Trustee Professor of Management at Bryant University in Smithfield, RI, where he teaches leadership, managerial decision-making, and business strategy. His book, *Why Great Leaders Don't Take Yes For An Answer*, was named one of the top 10 business books of 2005 by *The Globe and Mail*, Canada's largest daily newspaper.

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## JUL 6: THE POWER OF A POSITIVE ATTITUDE: HOW TO CREATE YOUR OWN SUCCESS - DR. ED FOREMAN

This session is a unique, comprehensive habit-improvement program that mentally, physically, and emotionally improves your sphere of living. The program teaches specific techniques for making this an automatic part of your subconscious mind. It will help you eliminate self-defeating behavior and improve your self-confidence through positive, success-generating habits, putting you on the road to greater achievement and a more rewarding life. This one-day format highlights the popular three-day Successful Life Course featured positively on CBS News' 60 Minutes.

**Dr. Ed Foreman** has been recognized for his remarkable leadership, and counseling of more than 30,000 graduates of his renowned, life-enhancing SUCCESSFUL LIFE course. Dr. Norman Vincent Peale, author of *The Power of Positive Thinking* said, "Ed Foreman is a highly inspirational person. I'd like to be exposed to him more often. There is truth, meaning and life in what he teaches."

## AUG 17: MANAGING WITHOUT AUTHORITY: THE USE OF POWER AND INFLUENCE - DR. CHARLES DWYER

The bulk of our frustrations comes from our dealings with people. If we are to succeed in the organization, we must work effectively with subordinates, peers, superiors, and often with boards, owners, investors, bankers, clients, and many others. During this session we will examine the principles of human influence (principles we have all been using throughout our lives) and learn how to apply them to the task of managing people. Specific techniques and tools for applying these principles will be presented, along with a variety of examples.

**Dr. Charles Dwyer** is the Director and Senior Research Analyst for the Management and Behavioral Science Center at The Wharton School. He received the Lindbach Award for Distinguished Teaching from the University of Pennsylvania. The author of two books, he has also taught at Cornell, Johns Hopkins, Temple University, and St. Joseph's College.

## SEP 21: THE DYNAMICS OF COMPETITION: CHALLENGERS, DEFENDERS, AND WHAT IT TAKES TO WIN - DR. JAMES HULBERT

In this seminar we will focus on competitive strategy, developing options for challengers and defenders. The session begins with an overview of strategy and key principles of competitive strategy formulation. Using the Industry Analysis approach, we then explore the dynamics of competition and its effects on competitive advantage and market structure. The final module of the seminar deals with the development of defensive strategies. We discuss the reasons why defenders fail and then develop a typology of challenger strategies.

**Dr. James Hulbert** is the former Vice Dean and Chair of the Marketing Department at Columbia University. He has written over one hundred academic papers. Dr. Hulbert's books include *Total Integrated Marketing: Breaking the Bounds of the Function*, *Strategic Management: Creating Value in Turbulent Times* (John Wiley and Sons, 2005) and *Managing Marketing*, (Wessex Publishing, 2006).

## OCT 5: REACHING FOR THE NEXT LEVEL: THE KEY IS MOTIVATION, COOPERATION, AND TRUST - DR. ALAN ZIMMERMAN

The best companies know they must engage the entire employee. To do that, however, the company must build a high-achievement, trust-filled culture. If that's what you want, this program is for you. Rather than focus on dry theory and speculation, this program will provide the exact tools you need to create the work environment you want. You will learn simple but powerful skills that you can take back to the job and use immediately. You will learn how to build trust, inspire others, and invite their full cooperation.

**Dr. Alan Zimmerman** is the founder and President of ZCN, a training and consulting firm. He has delivered more than 3000 management development programs over the last 15 years to such clients as 3M, Ernst & Young, Prudential, Target, US Steel and numerous others. He has taught for 16 years as a university professor and has been named an Outstanding Faculty Member at two institutions.

## NOV 10: KEEPING IT SIMPLE: DOING LESS WHILE ACHIEVING MORE - BILL JENSEN

Participants will examine the root causes of the overload (you own a lot more of that than you think you do!), and how to take back control, one day at a time. The tips, tools and next steps all come from years of researching how people just like you successfully managed their own workflow. But come prepared to be challenged. We will uncover and address your biggest limiting beliefs about control, time, workflow, getting everything done, and what truly matters.

**Bill Jensen** is today's foremost expert on work complexity and cutting through clutter to what really matters. His first book, *Simplicity*, has been hailed as a "breakthrough in the design of communication and understanding," and was the Number 5 leadership/Management book on Amazon in 2000. His latest book, *What is Your Life's Work?*, reveals what matters at work, and in life.

## DEC 9: THE SUMO PRINCIPLES OF LEADERSHIP - PAUL MCGEE

In this highly interactive and practical workshop, Paul McGee will explore his main SUMO (Shut Up, Move On) principles and how they impact our ability to inspire others. His principles relate to any leader whose organisation would benefit from taking a fresh look at the following five key areas: Change, Relationships, Attitude, Motivation and Stress. Building on his background in behavioural and social psychology, Paul will give us time to reflect upon our behaviour and that of others and identify what hinders our effectiveness.

**Paul McGee** is an international speaker, best selling author and creator of the brand SUMO: Shut Up, Move On. Building on his background in psychology, he brings fresh perspective to common sense. His goal is simple. He wants to help people achieve better results in life and have more fun in the process, as he seeks to deliver a memorable, motivational, moving on experience.

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