



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

September 23 - 27, 2019
March 16 - 20, 2020

Management 1: The New Managers Course

The most comprehensive, cross-functional management training curriculum available. Master skills in five key areas of business leadership.

Our Participants Say it Best:

"It was an interesting opportunity to learn new things related to management with a group of people from different industries – but with common challenges."

**K. Morris, Manager,
Group Life and
Disability,
OTIP**

"I learned that my management style was and CAN be many styles, and is dependent on the person, the situation, the experience, etc. This was eye-opening for me."

**E. Dumanski,
Environment, Health &
Safety Manager,
LifeLabs**

"This is an excellent course presented by skilled, knowledgeable facilitators who deliver high quality, relevant, up-to-date information. A fantastic course for new and experienced managers that can fast-track info in 5 days."

**J. Britt, Operations
Manager,
Naylor Building
Partnerships**

SEEC Moments of Insight include:

A cross-functional view of management, encompassing organizational priorities and how best to contribute.

The five functions of a manager and how to build higher levels of trust and rapport with others.

Understanding the effect your leadership style has on how people perceive you, and how to adapt it.



35 PDU*



35 CPD

Register Today / Complete Details

<http://seec.online/12311>



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Management 1: The New Managers Course

A blend of traditional leadership and teambuilding training with today's functional imperatives.

Over 3000 managers from all backgrounds have attended.

With organizations much "leaner and meaner" than ever before, **pressure is now being placed on managers to be cross-trained in multiple functional areas.** This program has helped thousands of managers develop skills in areas beyond their own specialization. It is recommended for all managers with five or fewer years of formal management responsibility. **Participants will receive cross-functional training in the five key management areas:**

- Leadership and interpersonal dynamics
- The financial management process
- The marketing management process
- Performance evaluation
- Strategic and business planning

Who Should Attend

This course is designed for those new to management, and those moving into new areas of business. Functional specialists about to embark on a general management role will also benefit. You will hit the ground running with actionable tools and skills in order to lead others effectively.

It is also perfect for current managers with less than five years' experience who have little or no formal management training. Leadership best practices will be taught, that will allow you to build your confidence and a complete management skill set.

What You Will Learn

1. **Understand and improve** your leadership style
2. Learn the latest **techniques for performance evaluation**
3. **Understand the marketing management process**, from segmentation to positioning to pricing
4. Practise **new product development skills** with a hands-on simulation workshop
5. Learn how to **write and deploy** business plans
6. Discover **cost control and budgeting techniques** for your department
7. Learn how to **foster teamwork and empower your staff**
8. Understand the **rules of employee competency**
9. Learn the best ways to **handle crisis situations**
10. Learn how to **analyze and use financial statements**
11. **Open the lines of communication** with both your staff and senior management
12. Learn to **plan and implement** business strategy

Leadership Insights and Personal Action Planning

Pre-Work Package

Prior to the program, participants will need to complete the **LSI™ (Life Styles Inventory) 360 degree assessment questionnaire** and get feedback from four others.

Interpreting feedback from your personal assessment:

- Learn how others see you in terms of your leadership behaviours compared to how you see yourself; analyze information from your assessment to improve your leadership impact; strengths/weaknesses development information; action planning workshop



Develop a comprehensive management skill set in areas beyond your specialization!

Overview of Program Content Modules

Seasoned, dynamic instructors deliver refreshing perspectives and insights on management theories and concepts that have stood the test of time.

Component 1:

Leadership and Interpersonal Dynamics

The most effective managers 'lead' and 'manage.' This session is designed to help you **analyze your current strengths and opportunities for development** as a leader and provide you with information about how to strengthen your managerial capacity to support your people and achieve organizational goals.

- Leadership In a Changing Environment
- Leader Styles & Competencies
- Receive a Life Styles Inventory™ (LSI) 360° Assessment
- Understanding Power and Influence
- Motivation & Recognition to Improve Workplace Performance

Component 2:

The Marketing Management Process

In today's ever-changing economy, marketing skills are needed by key people in almost every department. This session will help you learn how to **use marketing, positioning and branding to promote your company** and its offerings.

- Why Marketing is Important for All Managers
- Marketing Strategy and Targeting
- Branding - Everyone is a "Brand Manager"
- Marketing Plan Development
- Digital Marketing

Component 3:

Strategic and Business Planning

Using a proven and highly effective approach, attendees will learn the **fundamentals of all strategy planning** so that they will know what facts they need, where to start, how to identify objectives, and how to achieve buy-in for the plan.

- The Facts Required for Strategy Planning
- Strategic Planning
- Business Planning

Component 4:

The Financial Management Process

Whether we like it or not, a manager must maintain financial responsibility for the profitability and cost control of the business unit(s) they manage. This session is designed to **strengthen your grasp of the key financial planning and reporting processes.**

- A Review of the Key Financial Statements that Managers Must Know
- Financial Statement Analysis: How to Do It Fast and Efficiently
- Budgeting Procedures for Management Success
- Cost Control Techniques to Increase Organizational Effectiveness

Component 5:

Performance Management – Staff and Self-Management Techniques

This module presents an **applied review of performance management** and also provides you with effective teambuilding communication techniques.

- The Context of Performance Management
- Performance Management Measurement
- The Performance Improvement Process
- Leading Groups Within the Organization

What Participants Say:

I was asked to enter a management position and, until the first day of this course, I had the attitude, 'I can't do this.' I have graduated and I am leaving with, 'I CAN do this.'

A. Chiodo, Manager of Specimen Handling, Ontario Agency for Health Protection and Promotion

Instructor Profiles

Michelle Chambers, MED, BA (Hons.) Psychology, BBA (Hons.), CSODP, CHRL, CTDP, CTPC

Michelle brings more than 25 years of proven and successful leadership, coaching, training and consulting experience. Her work with clients has resulted in increased individual, team and organizational effectiveness.

Sanjay J. Dhebar, MBA

Sanjay teaches MBA students and consults for various forward-thinking companies. He has a diverse background, including various commercial management roles for start-ups and established healthcare companies. He takes a high-energy approach to teaching by sharing everyday examples of Fortune 500 companies' successes and challenges.

Stephen Friedman, MA Psych

Stephen is a recognized executive coach, career coach, facilitator and trainer, as well as a member of the faculty at the Schulich School of Business, where he teaches in the areas of organizational behaviour and leadership/management.

Alan Kennedy, BA, LLB, FCMC

Alan is one of Canada's most experienced strategic planning and business planning practitioners, having instructed thousands of managers on successful strategy development since 1992.

Beppino Pasquali, CPA, CA

Beppino is a chartered accountant and top-rated instructor with both the Institute of Canadian Bankers and Schulich School of Business. His instructional style makes financial concepts easy to understand.

Get the whole picture.

Preview complete course content and instructor bios online.

Complete Details / Register Today

<http://seec.online/12311>



Learning shouldn't stop at the end of your formal education in high school, college or university.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

The Schulich Executive Education Centre is a strategic business unit of the Schulich School of Business at York University in Toronto. Our role within the school is to provide lifelong learning for the development of professionals and executives long after their full-time education has been completed and they are in the work force.

All SEEC Programs Feature:

Just-in-Time Learning for Immediate Application

Executive and Professional Development at Schulich is focused, practical and immediately applicable to the skills you need and the task at hand. Select from a wide variety of relevant management topics at SEEC today, and use the new skills and techniques you learn at the office tomorrow.

Advanced Curriculum Structure

Our programs combine a variety of modalities to ensure optimal program effectiveness, relevance and retention for adult learners. They include mini-cases, break-out sessions, simulations, role playing and other interactive events to reinforce the concepts being taught.

Outstanding Faculty

Our accomplished faculty is drawn exclusively from both practitioners and academia, and each is an acknowledged leader and innovator in their field. Their professional activities, research and work experience allow them to bring a wealth of insight and cutting-edge knowledge to the program.

Risk-Free Learning

SEEC Open Enrolment programs come backed with a 100% satisfaction guarantee.



A Lasting Memento

Participants receive a handsomely-framed Certificate of Course Completion.



Upcoming Sessions & Locations

September 23 - 27, 2019

Schulich Executive Learning Centre
York University, 4700 Keele Street, Toronto
Tel: 416.736.5079

March 16 - 20, 2020

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York University, 4700 Keele Street, Toronto
Tel: 416.736.5079

Programs run 9:00 a.m. - 4:30 p.m. each day.

Program Tuition & Registration Details

Program Tuition: \$4,750 + applicable taxes. This includes instruction, all seminar materials, lunches, refreshments, but not hotel accommodations.

Special Team Savings: Save \$150 each when two or more team members from the same organization register for this program at the same time.

Please Note: Fees, dates, speakers and applicable taxes are subject to change. SEEC's liability is limited to reimbursement of paid tuition fees. One free transfer is permitted, provided written notice is received at least 15 days in advance of the seminar start date. Late transfer requests, less than 15 days in advance of the start date, will incur a \$100 fee. Additional transfers are \$200 each. Cancellations received in writing at least 15 days in advance of the seminar start date will receive a full refund. Written cancellations received less than 15 days prior to the seminar will be subject to a \$500 administration fee. Participants must attend all program days and fulfill all program requirements in order to receive a certificate. Complete registration details at seec.online/ FAQ. HST# R119306736.

Optional Accommodation

To enhance your learning experience, participants receive a special corporate rate at the Schulich Executive Learning Centre Hotel (for programs held at the Schulich Executive Learning Centre), and area partner hotels (for programs held at The Nadal Management Centre). For details, please visit the **Contact and Locations** section of our website.

Contact Us

For program content and administrative inquiries, please call us at 416.736.5079 (1.800.667.9380 toll free) or email us at execedinfo@schulich.yorku.ca.

