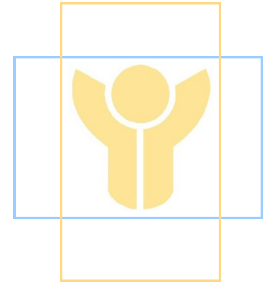


Discover The Truth About Great Leadership & Management



Being an Inspirational Leader or Manager is as much about Mindset as Methods.

Leadership and Management are recognised as fundamental elements in the progress and development of every business or organisation. During these challenging times, this has never been more relevant. Leading your business forward over the months and years ahead requires clarity of focus, the appropriate skills, an ability to bring people with you and an unshakable confidence that your organisation will grow and flourish.

Developing the **Leadership and Management** talent within your organisation also requires planning and direction. Above all you need to ensure you and your management team are fully equipped with the attitudinal tools to ensure the best results. Are you confident you lead from a position of stature rather than status?



STATUS OR STATURE?

Here is an important question for you to ponder:

Do you want your Managers and Leaders to influence using:

- a) THEIR STATUS; or
- b) THEIR STATURE?

If you haven't thought deeply about this crucial distinction before, here is your opportunity.



Stature is invisible, difficult to measure – but unmistakable when you're in its presence. Staff respond to it positively and instinctively. The result? Willing co-operation. Status, on the other hand, doesn't cut it long-term because it relies too heavily on an external badge (job title) rather than the leader or manager's internal self-image.

STATURE → POSITIVE SELF-IMAGE → COMFORTABLE IN ROLE

COMFORTABLE IN ROLE → MUCH MORE EFFECTIVE AND CREATIVE

There has to be a comfortable, symbiotic relationship between how a leader or manager *feels* and how he or she is *perceived* by the outside world. You might be surprised to learn how infrequently this balance is achieved.

Leaders and Managers with stature bring a further benefit. They relate to *higher management* and directors much more confidently and eloquently, transferring ideas and views with greater belief and efficiency. This has to be a huge plus for any organisation that believes in releasing everyone's potential, whatever their level. We hope you agree.

So what exactly is stature? Stature in Leadership and Management is essentially a matter of **personal mindset**, not of memorised procedures and rehearsed techniques. The snag with procedures and techniques is that they are often seen (consciously or sub-consciously) as manipulative, one of the great de-motivators in human relationships...**So beware of teaching your people yet more "methods".**

Stature appeals to the *positive* emotions. Using desire and empathy (not obligation or fear) it delivers strong results from an **unshakeable platform of self-belief**. Influencing through the power of stature is the purest illustration of **the law of positive cause and effect** in human relationships.

How Can Mancroft Help *Your* Leaders and Managers?



Here are just some of the **Features** of our 'Leadership and Management Programme':

- Discover how to develop the values and perceptions that positively influence others and underpin stature.
- Understand why a Leader/Manager's strong sense of purpose inspires others to outperform their previous norms.
- Find out how to develop self-reliance and personal accountability in their staff.
- How to cross the rickety bridge between their *departmental goals* and *other people's values and perceptions*.
- Learn how to be absolutely certain of their vision and values; setting and achieving clear personal and organisational goals.
- Understanding '**How to Think**' so that their style of leadership has a positive impact on the business or organisation's bottom line.

The Benefits to your Leaders and Managers will include:

- Have increased self-worth and sense of personal empowerment. They will have confidence, determination and feel completely comfortable in their skin as a Leader or a Manager.
- Take full personal responsibility for their values and actions.
- Motivate, inspire and develop their teams in order to achieve higher performance with sustainability.
- Resolve staff, performance and organisational issues quickly and effectively.
- Use a language that will gain emotional buy-in throughout their team.
- No longer waste time, money and effect on matters over which they have no control or influence.
- Set clear, realistic individual and organisational goals with focus, drive, determination and, more importantly, team cooperation.
- Be Risk-Aware, so they have the ability and confidence to take risks.
- Have willingness to accept new challenges and handle change.
- Stimulate ideas and solutions and eradicate fear of failure and self-sabotaging behaviour. This will also increase Innovation and Creativity.



"I really enjoyed the course. As a recently promoted Unit Manager, I can see how I can use what I have learnt to establish myself with the new store team. I now have the faith, skills and confidence to out perform my objective!"

Unit Manager, B&Q

What Is Our Presentation Style?

It's challenging! We'll challenge the way your people think about Leadership & Management. We'll show them it's more about "mindset" than "method" – and we'll show them what this means in practise.

We'll challenge them to ditch any unhelpful or self-defeating thinking habits and stretch their thinking to embrace exciting new values and perceptions, **allowing their stature to shine through** as the principal driver of their Leadership/Management ability.

Will your people feel challenged and refreshed by the event? Absolutely; it's the only way for you to get sustainable uplifts in performance. **And will they remember their training experience?** We guarantee it!

How Are You Different From Other Training Companies?

Mancroft International has spent over 25 years and considerable investment codifying our approach to the subject and our delivery mechanism. This has resulted in solid and robust Programmes that we can demonstrate deliver effective results. Even more than this, we have gone a step further and formulated a unique delivery format called [Cognitive Performance Enhancement \(CPE\)](#). This is a unique offering and something that immediately sets us apart from all other training companies.

It is also essential to point out that our approach to personal development is extremely pragmatic. One valid criticism often levelled at the Personal Development Industry is the propensity to present material that can only be described as 'warm and fluffy'... the core material delivers very little substance. **Mancroft International** Programmes are radically different. **The Winning Edge** for example, has been described as the '*ultimate reality check*' and won support from those who could be called left-brained pragmatists, sceptics and, dare we say, 'cynics'.

To add to this, our presentation and learning style is dynamic and has been described as provocative. Our ambition is to create radical shifts in the way people think, then feel and act. It would be fair to say that having been exposed to our Programmes, a delegate will have a different outlook on their life and how to improve it. It is also quite common for delegates to want to come back and repeat a Programme, to refresh and re-align their thinking.

To Find Out More...

To find out how our Leadership & Management Open and In-House Programmes can significantly change the way your Leaders & Managers think, feel and behave, CALL NOW on **0844 884 3097** or email us: enquiries@mancroftinternational.com today for professional, experienced advice without obligation.



"Life will never be better than your self-image allows it to be."