

teamwork

higher expectations

motivation

positive self-belief

performance

Learning & Development Solutions with Mancroft International



**“The quality of our actions
cannot exceed
the quality of our thinking”**

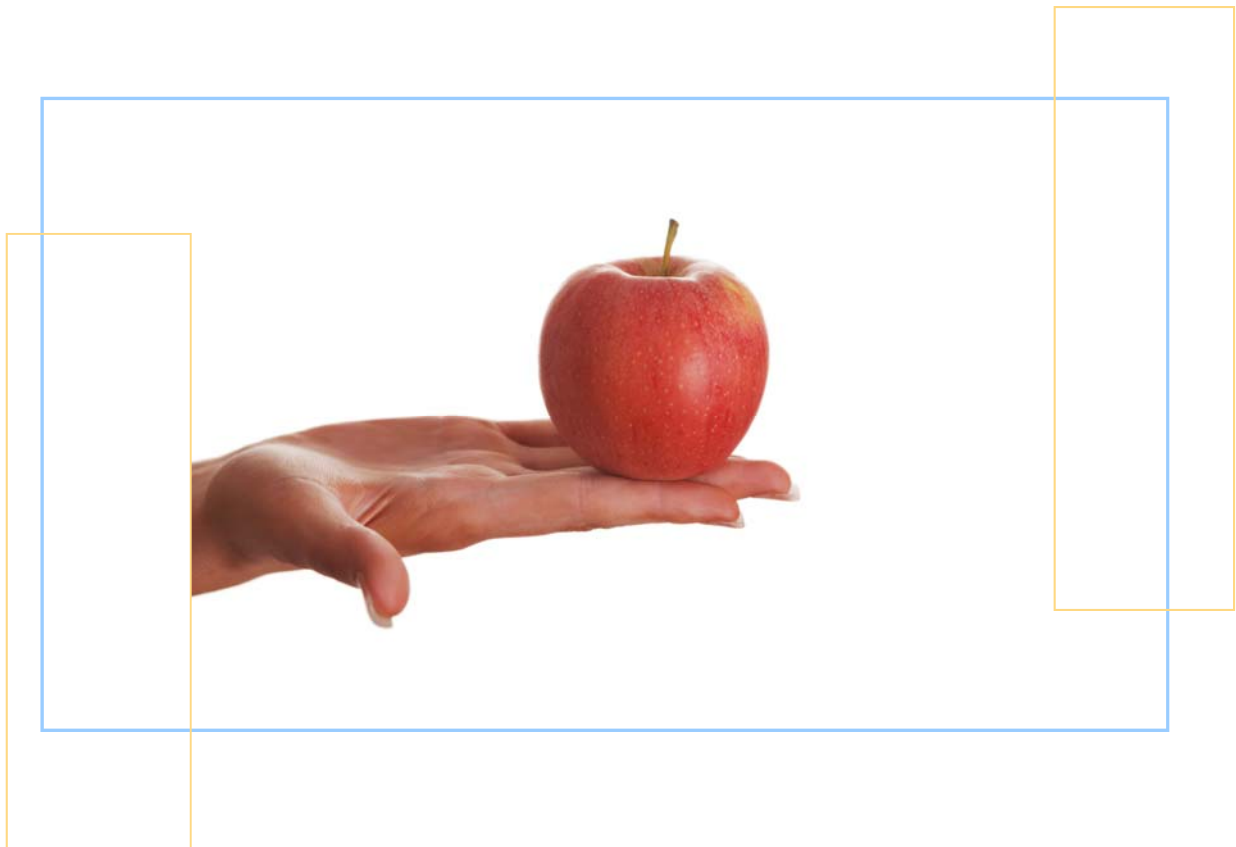
focus

creativity

proactivity

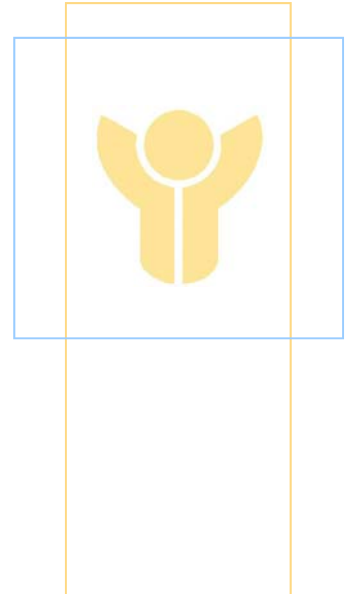
personal accountability

performance



training for life

Contents



Introduction	Page 2
About Mancroft International	Page 2
The Five Fundamental Elements of Success & Excellence	Page 3
The Winning Edge	
What is The Winning Edge Programme?	Page 5
Thinking to Results	Page 6
Advantages of Using Mancroft International	Page 7
The Presenters	Page 8
The Crucial Link Between Thinking & Performance	Page 9
Mancroft International's Client List	Page 10

We move towards where our **focus** is, so it's worth considering the following:

- Where is the **focus** of your staff?
- Is it on **achieving** the **goals** and **objectives** of the organisation, or might it be too often on avoiding failure?



“How we live our lives day-to-day is the result of **95% habits**; therefore it is important to appreciate that less than **5%** of our day is spent in **proactive thought**”

Introduction



Think about it; defining values, achieving goals, making the most of potential, understanding other people's motivations, working as part of a team - it's all a matter of how you think.

At Mancroft International, helping people to comprehend how their mind works, the logic of cognitive power and the application of these revelations into practical work and social contexts, is systemic. Whichever programme delegates attend,

the principles of **Cognitive Performance Enhancement (CPE)** are fundamental to the content and presentation methodology.

Cognitive Performance Enhancement[®]

A methodology of controversial challenges and questions that create a shift from commonly accepted, performance-limiting thinking styles to a psychology based on The Five Fundamental Elements of Success and Excellence

About Mancroft International

Mancroft International has inspired staff from hundreds of organisations worldwide since 1984.

More than 120,000 delegates have attended 'The Winning Edge' programmes, that typically take groups of eight to twelve delegates through journeys that develop and enrich the way they think.

As the architects of **Cognitive Performance Enhancement (CPE)**, the unique and innovative approach to improving the way people think

about their work/life roles and values, Mancroft International is acknowledged as one of the foremost consultancies providing development and learning solutions.

Contact us on 0844 884 3097 to discuss how we can help your staff focus on achieving greater personal and corporate excellence.

“A goal is a dream with a date on it”

The Five Fundamental Elements of Success & Excellence

With over 25 years continuing research into human success and excellence we have identified the five key strength areas of peak performers. These strengths are the basis of The Five Fundamental Elements of Success and Excellence that are the foundation of all the bespoke development work we do with our clients.



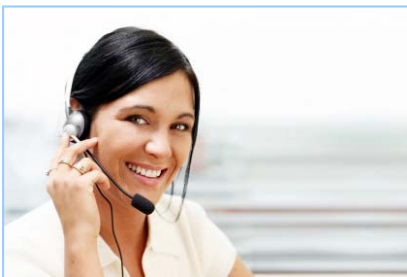
Success Orientated Attitudes

Your staff will learn how to develop the thinking skills necessary to respond positively to the changes they experience, the people they work with and events over which they have no control. Basic workings of the brain will be explained in a way that will allow your staff to drive enhanced personal performance.

They will understand the futility of trying to improve results without changing underlying thinking.

Strong Sense of Purpose

Knowing the three pillars of Sense of Purpose - Goals, Desire and Belief and how to build on each will create strong personal motivators and improved work/life balance. Understanding how the subconscious mind



interprets your thoughts enables a greater ability to spot opportunities for improved performance and results aligned with organisational targets.

Your mind-set shapes your reality and affects memory, creativity, focus and attention span.

High Personal Accountability

Programme participants will appreciate that to be truly effective they must take full personal responsibility for their choices and actions; their behaviour must be the evidence of carefully thought-out basic principles that provide the bedrock for success in relationships with their teams, their manager, colleagues and in life generally.

Achieving the removal of performance sapping feelings of victimhood and misplaced blame. A positive mind-set providing reduced stress and the liberation of thought necessary for creativity and innovation.

“You cannot out-perform your own self-image”

Understand and Work with Human Nature

Using Mancroft International's unique model, the Circles of Incidence, participants will appreciate the importance of understanding and respecting their team members' and colleagues' differing values and mental maps. The resulting synergy engendered by this enhanced team spirit will optimise their ability to achieve key objectives.

Relationships built on a true understanding of human nature will enable participants to achieve personal goals and organisational targets to be achieved more rapidly through inter-dependence.

Positive Self-Image

The way we see ourselves has a defining effect on our ability to perform in work and life outside. Participants will learn how to create an even more deserving Self-Image. Their high self-esteem is your most valuable asset.

Increased self-worth and sense of personal empowerment enable participants to raise the bar of their performance, create willingness to accept new challenges and handle change. Do you have a handle on your own corporate self-image?



“Our **Self-Image** acts like a **performance thermostat**, so it's vital to understand how this limits the **achievements** of your organisation.

Knowing how to raise this thermostat setting is crucial because staff and organisations cannot out-perform their self-image.”



What is The Winning Edge Programme?

Whilst most training programmes focus on building job knowledge and skills, The Winning Edge develops the thinking and emotional skills that drive excellence and peak performance.

It shows how you can use your existing knowledge and ability to the best effect in all areas of your life. It reveals the vital relationship between thinking and results and explores the route to personal fulfilment, achievement and success both at work and at home.



Powerful and provocative, The Winning Edge instils confidence and hones higher performance by releasing and directing our instinctive awareness of just what makes us tick. These compelling, people-orientated programmes concentrate on the Five Fundamental Elements that drive personal and company success.

What Your Staff Will Learn

By the end of this programme participants will:

- Appreciate why knowledge and intelligence are **not** the key drivers of personal excellence
- Possess a thorough understanding of the Five Fundamental Elements of Success
- Benefit from an awareness of other people's perceptions and values
- Be more relaxed and innovative by identifying and controlling the true source of their own stress
- Raise their Mental Thermostat and give themselves **permission** to get more from their work and life

The Benefits

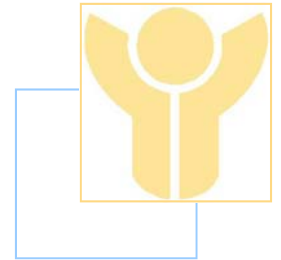


- A thorough understanding of the characteristics that drive personal and company success
- Increased self-motivation and commitment to achievement
- A greater willingness to take responsibility for decisions, actions and further self-development
- A deeper appreciation of people and how to gain their willing cooperation
- An enhanced ability to control and reduce stress
- A positive, result-seeking personal company culture

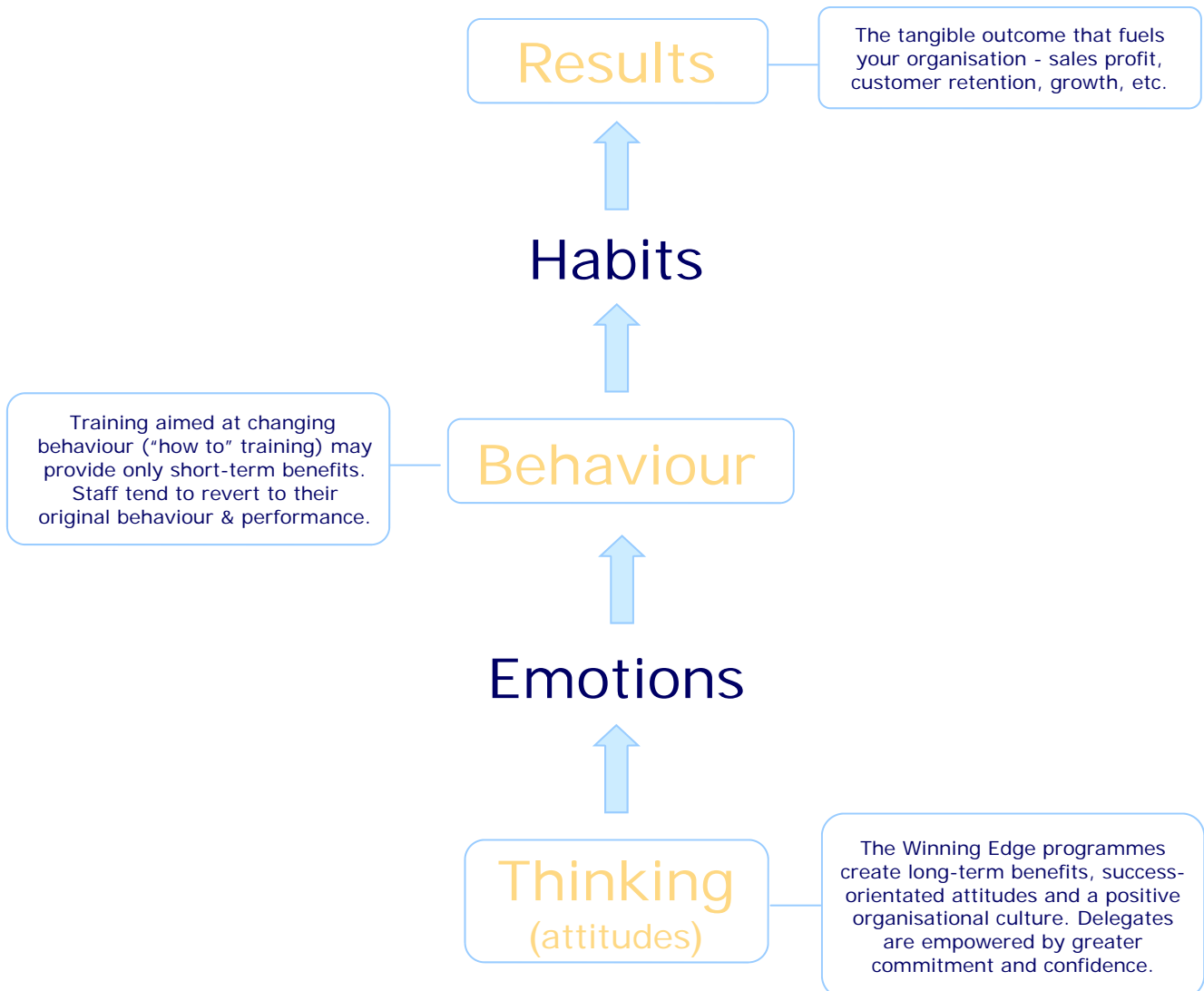
“Knowledge and new skills are fine but we cannot expect **better results** until we change **significantly the way we think**”

Who Should Attend?

Staff from any discipline interested in releasing more of their innate potential to maximise results.



Thinking to Results



The way you think determines your emotions. Emotion, not logic, drives your behaviour. Repeated behaviour creates habits. Habits lead to results. In the final analysis results are created, not by your behaviour but by your thinking.

Can you imagine the effect on your organisation when everyone within it knows they turn up for work every day because they want to more than they don't?

Any blame culture has to disappear when each member of staff develops full personal accountability for their choices and decisions.

Advantages of Choosing Mancroft International

When you use external training providers, you want to be certain your people are in capable hands.

With Mancroft International you will have the confidence that comes from dealing with a substantial organisation with an established reputation for quality and the infrastructure required to underpin a growing business relationship.



Some of the Benefits of Working with Mancroft International

- A dedicated Business Manager, who builds the business relationship, understands your company's needs and recommends the most suitable presenters for your learning events
- Consistency and continuity from our team of carefully trained and approved presenters
- Over 25 years real world experience of commercial, organisational and learning issues
- The benefit and value of continuing research into our programme material
- A no-quibbles satisfaction guarantee to give you complete peace of mind
- The reassurance of ISO 9001 Quality Accreditation



Our Presenters



The team of dedicated Training Presenters at Mancroft International has a wealth of real-world experience in the field of sales and management. With a broad range of backgrounds covering a diverse range of industry sectors we carefully match the right Presenter to each of our client's course groups.

As you might imagine with our heritage and pedigree we are very careful about the selection and ongoing development of each of our Presenters, applying rigorous assessments for suitability. Feedback from our clients ensures we maintain the highest standards and that each Presenter remains engaged with the participants they are training.

Our Delivery Team is also drawn from a diverse range of individuals ensuring a positive mix of gender, culture and ethnicity, essential for our international work in training and development.



“Do your people understand that nothing and no one has the power to make them feel anything? Imagine the incredibly positive effect this understanding will have on your organisation’s culture and staff effectiveness”

The Crucial Link Between Thinking & Performance

An interview with Richard Jackson, Founding Partner

It's not often you get the chance to spend time thinking about the way you think. But that's exactly what happens when you join one of Mancroft International's personal development training programmes.

Richard Jackson, founder of Mancroft International (formerly Mancroft Training) and architect of The Winning Edge & Sales Cybernetic programmes says, **"Everything you do in life is preceded by a causal thought - be it conscious or sub-conscious.** It follows, then, that the quality of your life can never exceed the quality of your thinking. This sobering message lies at the very heart of our development work and is just one example of the kind of irrefutable logic that gives our programmes the ability to affect your staff and organisation in a profoundly positive way."



Founding Partner
Richard Jackson

"We demonstrate why the *way* we think (our attitude) determines the emotions we feel. We take what we believe is the reality of any given situation (our perception) and set this against our mental reference points (values, opinions). It is only then we experience the resulting emotion. Clearly, the major factor in this process is the way in which we think. Emotion then drives the behaviour that ultimately leads to the results we achieve. There is, therefore, a direct link between the quality of our thinking and the quality of our lives."

As Richard points out, "Participants often challenge the assertion that their behaviour is always driven by emotion. They feel, understandably, that many of their decisions are made for 'logical' reasons. As you would expect from our deeply researched programmes, we have a significant way of resolving this *emotion versus logic* issue. Try this irritatingly foolproof test. Simply examine any of your past decisions and you will find that every alternative course of action known to you at the time was, because of your value system, less attractive. In addition to demonstrating that you are driven by emotion rather than logic, this test shows conclusively how much you enjoy giving yourself an easy time!"



But remember, this little bit of self-discovery is not the aim of our programmes; it is merely the *starting point* for delegates as they go on to examine the implications of this and other fundamental truths in the context of personal achievement, understanding the motivational drivers of both themselves and others, personal accountability, self-esteem and organisational success.

Using another carefully honed, thought-provoking one-liner from our programmes, Richard adds, **"What you think about isn't nearly as important as the way you think about what you think about."** He has a point. In these days of increasing competition and awareness of the value of human capital, we must do more than just show employees *what to do* to be successful in their work. We must also show them how to *think* in successful ways.

the power of positive training

Mancroft International's Clients



We have had pleasure working in both the private and public sectors in a wide variety of industries, organisations and departments which include:

Business Sectors

Automotive Industries
Charities
Education
Engineering
Finance and Accounting
Government Departments
Healthcare
Hotel and Leisure
Housing Associations
Information Technology
Insurance
Manufacturing
Oil and Gas Industries
Pharmaceuticals
Retail
Telecommunications
Utilities
Wholesale Distribution

Our Clients include:

Abbey Commercial Mortgages
Auditel UK
B&Q
Bayer CropScience
Burton Group
Crawley Borough Council
Eli Lilly Pharmaceuticals
Friends Provident
Harley-Davidson
Humberside Police
Ian Smiths Stationers
Lloyds TSB
Mapus Smith & Lemmon
MITIE Engineering
OGC Buying Solutions
Royal Bank of Scotland
Swinton Colonnade
University of East Anglia
Accenture Learning
Avon Insurance
Barclays Bank
BT
DEFRA
Winterthur Life UK Ltd
EMAP Automotive
GAP
HM Prison Service
Institute of Food Research
Kent Fire & Rescue Service
Logica
Marsh
Norwich Union
Parchment Housing Group
Shell UK
UCB Pharmaceuticals

Do your staff realise they are **fully responsible** for their reaction to people and events over which they have no control?

When they do, can you imagine the effect it will have on their ability to release more **creativity, innovation and discretionary effort?**



Our Mission:

“To liberate individuals and organisations
from inappropriate performance-sapping thinking habits
by embedding new philosophies rooted in
success-focused psychology”



Please contact us for further information on:

The Winning Edge • Sales Cybernetics

Head Office, Drayton Old Lodge, 146 Drayton High Road, Norwich, NR8 6AN, UK

 +44 (0) 844 884 2940

 info@mancroftinternational.com

 mancroftinternational.com