



MITCHELL PHOENIX

CEO and MD programme

Developing core business strengths

Leadership and management development for senior managers with experience, ambition and the passion to improve.

Why a development programme for the Chief Executives and Managing Directors?

Your vision, your leadership, your attitude, your quality of thought and communication profoundly influences how effective your company can be. Your management example determines the responsiveness, strength and vitality of the business. A programme that furnishes you with an opportunity to reassess and make improvements to the way you do business is a sound and essential investment in your company's future.

Governing Change

This development programme is an integrated set of six seminars and is unique in many ways. The programme runs for one day a month for six months, which enables participants to diarise each seminar with minimal risk and disruption. This spacing allows delegates to absorb these intensive sessions at a realistic pace. The programme is designed around the issues specific to the job of CEO/MD. Those who participate praise the practical nature of the course and the immediate value they are able to gain.

Why is it effective?

It generates measurable results both personally and corporately; results you evaluate as each seminar is completed. These results range from generating greater personal influence, to having more time, to significant bottom line contribution. You will be using the coursework as a guide, working on your issues with your people. The value gained will be a direct result of your effort and application of the course themes to the issues you face at the time. You will have the rare opportunity to develop within your peer group in a way that is supportive, demanding and appropriate. The programme is managed in the same way as your business, with progress reports at each stage, within an environment that encourages strong performance.

What can you expect from this programme?

- Better business results
- An opportunity to learn with other CEOs
- Greater influence over senior colleagues, board and shareholders
- Increased confidence in mobilising your senior team
- How to apply hard-won experience to greater effect
- How to create and shape a more effective corporate culture
- How to grow your leadership capabilities and set a stronger example
- How to create a demanding and future oriented working environment
- Enhanced time management skills

Who should apply? – The Chief Executive, Managing Director and those being groomed for this office

All those who sit at the head of an organization, division or group and who face the challenge of growth and change; individuals who seek inspiration from ideas and have a bias for action; leaders who wish to gain clarity on the potential they have and the potential they can release from their people and their organization.

Governing Change for CEOs and MDs

Seminar One – Key and fundamental principles of management

- Re-assessing the role of the CEO and Managing Director
- Establishing directional responsibility and the relationship with change
- The fundamentals of effective management – back to basics
- Maintaining a demanding and rewarding environment
- Creating an open and positive management culture
- Managing the quality of communication and influence

Each delegate chooses concepts, topics and issues to apply in their own environment. In this way learning is transferred out of the seminar into the workplace. Delegates create results from the training, grow in confidence and the business benefits from new and more effective practices.

Seminar Two – Securing better performance

- Generating involvement and creativity at all management levels
- Managing negative issues – moving the business forward
- Building and strengthening your business culture
- Performance appraisal and improvement at board level
- Managing self development and that of direct reports/close colleagues

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Seminar Three – Leadership in management

- Applying the core principles of leadership in management
- Identifying leadership values and personal strengths
- Understanding how leaders are judged
- Decisiveness, objectivity and the communication of decisions
- Framing initiatives into context and communicating core messages
- What cannot be delegated – the principles of responsibility
- Managing for results, setting the corporate culture of meetings and communication

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Seminar Four – The quality of personal influence

- Increasing the quality of personal influence – managing action and results
- Managing the extent of personal contribution
- Gaining control and command in diverse situations
- Positive confrontation – setting out new expectations
- Communicating unpopular messages
- Selling ideas and influencing progress
- Managing one's influence upwards

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Seminar Five – Dominating change

- Creating a culture of change, overcoming resistance in the medium and long term
- Negotiating internal change
- Understanding the role of dismissal and performance management
- Developing a long term, consistent approach to building talent
- The requirements for attracting and retaining high performance people
- Recruiting senior level talent

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Seminar Six – Securing the future

- A review and appraisal of personal effectiveness
- The executive director as “educator” – building a strong, ‘always-learning’ culture
- Gaining control over stress and the inner barriers to personal growth
- Protecting your legacy and building your reputation
- The relationship between time, decisions and creativity
- Final decisions for the future

Mitchell Phoenix programmes

DIRECTING AND MOBILISING STAFF

CEO/Managing Director's development programme

A programme for CEOs and MDs and business leaders who wish to exert a greater and more positive influence over their Board and their business environment. This programme will help senior executives convert more of their skill and knowledge into leadership action, building a stronger business culture at all levels.

GOVERNING CHANGE

MD/Senior level

This personal development programme is for leaders and management teams who wish to capitalise on their experience and build on their existing leadership and management abilities. The focus is on generating substantial positive change. It explores the critical areas of high quality communication and the management of relationships which take up a substantial part of every manager's time. In-house or public courses

FOUNDATIONS OF MANAGEMENT

Middle/Junior level

Foundations of Management lays the foundation for effective management and defines the principles of leadership and management excellence. It is a programme for professionals seeking to build their career in management. In-house or public courses

STRATEGY, DECISIONS, TIME AND ORGANIZATIONAL EFFECTIVENESS

STRATEGIC THOUGHT AND ACTION

CEO/Board/Senior level

A strategic leadership course for your senior management group. This programme is a complete journey through practical strategic thinking and decision taking on which you create a new business strategy for your organization and put it into practice. In-house or public courses

SECURING THE FUTURE

Senior/Middle level

A unique, structured, and flexible development programme for senior managers wishing to improve their decision-making, time usage and ability to build a responsive and future oriented organization. Each manager's inseparable relationship with decision-making, accountability, creativity and time usage is explored in the context of organizational effectiveness. In-house or public courses

"This course has given me fresh perspective through which we have realised real and tangible results. My thanks to the Mitchell Phoenix team". Overall Evaluation = Excellent – Dan Webb, Director, Watts International

Sample client list

Commercial

AALCO
Alphamet
Amari
Cash Bases
Crown Timber
J P Knight
Lansing Linde
Sola Optical
Static Control Europe
Unicorn International
Responsive Designs
Midwich Group
Easey International
Eve Group
Toymaster

Construction

Watts & Partners
Wilcon Homes
Jackson Civil Engineering
Kier Build
Meica Services
Franklin & Andrews
Banks Group

Creative

Asia Images
Arcade Inc
CRT Multimedia
Softimage UK

Energy

Schlumberger Sema
Powergen
ESS - Compass

Financial

HSBC
AMS Group plc
Man Group
Aspect Capital
Royal Bank of Canada
Volvo Financial

Food

Grain Framers
Halo Foods
Iceland PLC
William Jackson Bakeries
McCormick Spices

Insurance

NFU Mutual
Veritas DGC
Safeonline
Amlin plc
Sphere Drake Insurance
Canopus

Manufacturing

Airbus
York International

Eveden Limited

Westferry Printers
Warner (Midlands)
Linpac Group
Marchant Manufacturing
European Colour
John While Springs Asia
Laporte Interox
Stanley Europe
Stannah UK
Titus International
Bowthorpe Group
Maineport Ltd

Medical

RSA Search & Selection
Pall Medical
Ferring Pharmaceuticals
InHealth Group
Life Sciences group
InHealth Group
Sanofi Avensis
Shandon Scientific

Public Sector/Utilities

Central Trains
London Ambulance Service
Humberside Police Force
Hastings College of Art & Design
Phonographic Performance PPI

Retail

Mothercare UK
Penhaligons
House of Fraser
Burton Menswear

Technology

Microsoft
Canon Europe
Devlin Electronics
Sepura Limited
Measurement Technology
Crompton Instruments
Software Radio Technology
Sema Group
ReD

Telecoms

Steria France
LogicaCMG
Syndesis
Vodafone Corporate
Sema Group Telecoms

Travel

Imaginative Traveller
STA Travel Group
Travelmood
United Coop Travel Group
Meon Travel
Kuoni

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