

Give Managers  
the Training  
They Deserve



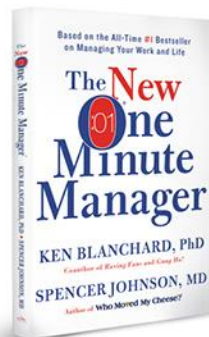
# BLANCHARD MANAGEMENT ESSENTIALS

from *The New One Minute Manager*®

You want your managers to be effective leaders who run productive, motivated teams and improve business performance overall. But most of the time we find managers struggling to figure things out on their own, relying on behaviors and instincts that actually erode morale and limit productivity.

We know how frustrating it can be when poor management skills affect morale and productivity in the organization. For nearly 40 years we've been training the best managers in the world, so we created a program to give managers the fundamental training they need and deserve.

The only one of its kind, Blanchard Management Essentials builds on the secrets of the best-selling business book, *The New One Minute Manager*®. Managers who receive the necessary tools and training are set up to become leaders who create engaged, productive teams and drive greater results for your organization.



SET YOUR MANAGERS  
UP FOR SUCCESS



Build Early  
Momentum



Create  
High-Performing  
Teams



Develop Future  
Leaders



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**Ken Blanchard**  
COMPANIES

## PROVEN FORMULA TO BUILD SUCCESSFUL MANAGERS

Implement Blanchard Management Essentials in your organization as a 6-hour face-to-face workshop (including lunch and breaks) or as three 2-hour virtual sessions. Both designs include pre-workshop activities, engaging participant materials, videos, and learning activities that teach participants the following key concepts:

- Manager Mindset – the mindset required to be effective at managing
- Four Conversations Model – a highly effective framework for understanding the conversations needed to manage people and performance
- Four Essential Skills – purposeful conversations that create positive, productive relationships

After the workshop, participants have access to the Blanchard Management Essentials Challenge, which guides them through a set of tasks to practice new skills back on the job. They also have access to workshop videos and worksheets for a full year through the learner portal.

When your managers have the skills they need, they will form better relationships and bring out the best in their people. Don't let ineffective management skills cost your organization time, people, and money. Help your managers reach their full potential sooner.

### WHO SHOULD ATTEND?

New and established managers  
and those considering a  
transition into management

New managers eager to increase  
their effectiveness

Mid-level or new managers  
and supervisors

### READY TO GET STARTED?

Here's how to implement a successful training initiative in three easy steps:

1. Decide – we'll help you decide who gets the training and why
2. Prepare – we'll help you order materials and prepare the facilitator
3. Deliver – we'll help you deliver impeccable training at your company

**THE** Ken **Blanchard**<sup>®</sup>  
COMPANIES

#### Global Headquarters

125 State Place  
Escondido, CA 92029 USA

From anywhere: +1 760.489.5005

Within the US: 800.728.6000

Fax: +1 706.489.8407

For a list of our offices worldwide, visit

[www.kenblanchard.com](http://www.kenblanchard.com)

### Contact Us

07760 554749

[www.blackmorebusinesssolutions.com](http://www.blackmorebusinesssolutions.com)  
[david@blackmorebusinesssolutions.com](mailto:david@blackmorebusinesssolutions.com)