

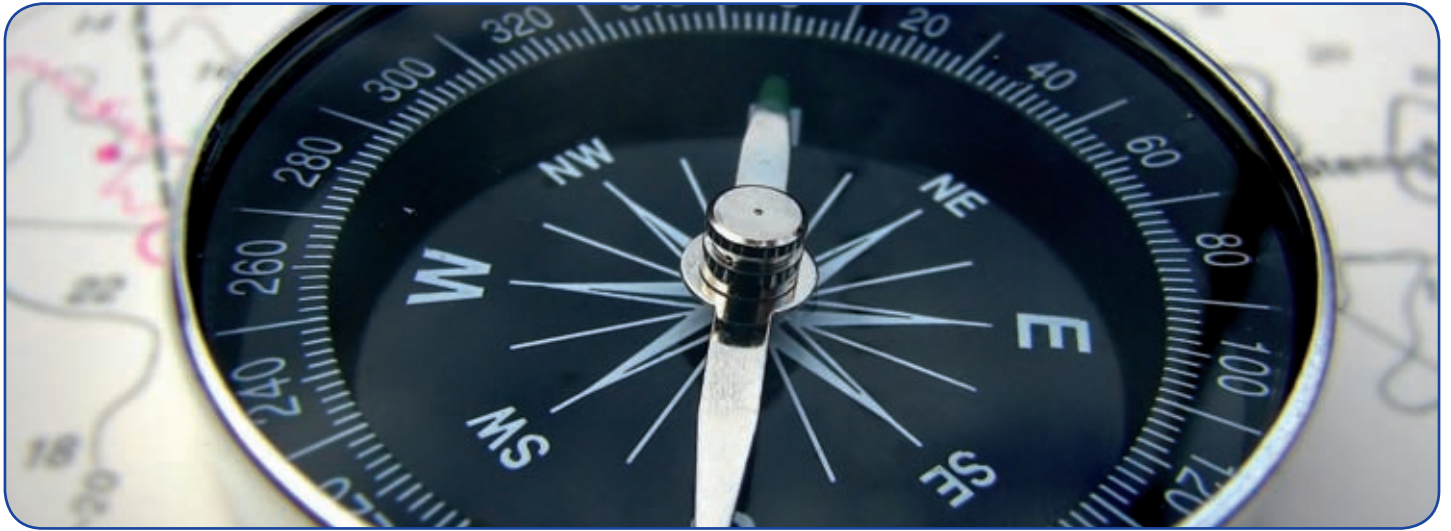


LEADERSHIP *Development*

FIRST-RATE, HANDS-ON, EFFECTIVE –
THE FOUNDATION FOR YOUR LONGTIME SUCCESS



› INTERNATIONAL
MANAGEMENT ACADEMY ‹



› **THE LEADERSHIP OF YOUR EMPLOYEES DETERMINES THE DIRECTION OF YOUR COMPANY.**

Whether in expansion, in transition or during consolidation, your managers are the nucleus and motor of your company. You rely on their dependable performance, their motivation as well as their skilled interaction with employees and clients. A deficit in this area can unfold exponential problems for your company.



Successful and effective leadership of people in today's times requires much more than technical know how. Effective leadership necessitates self-assured application of leadership methods and instruments as well as pronounced people and social skills.

Assist your staff with custom-tailored, hands-on trainings and leadership development programs for short-term effectiveness and for future success.

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Building leadership skill and developing personal leadership style
- 5 > **LEADERSHIP TRAINING**
Enhancing leadership and people skills
- 6 > **LEADERSHIP SKILL: COMMUNICATION**
Communication as essential skill for leading and managing people
- 7 > **LEADING TEAMS**
Leading personalities into a successful team
- 8 > **CONFLICT MANAGEMENT**
Confident leadership in dealing with conflicts
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Our Services / Training Information Request

FIRST-TIME LEADERSHIP

BUILDING LEADERSHIP SKILL AND DEVELOPING PERSONAL LEADERSHIP STYLE

YOUR BENEFIT With beginning to lead other people comes the responsibility for the team members and team performance. It becomes necessary to understand the various leadership roles and to develop your individual and unique leadership style in order to effectively handle the upcoming situations. In this way, you can develop into an effective, goal-oriented leadership personality, who challenges and supports his/her team.

GOAL In this training you will learn the different aspects of leadership as well as the different leadership roles. You will work on your personal style when it comes to communication, decision-making, conflict behavior and your effect on others. In different scenarios and exercises, you will learn to observe yourself in your leadership role and to interact appropriately with others.

CONTENT

- › Reflection and development of personal leadership behavior
- › Personal leadership style and effect on others
- › Understanding the various leadership roles
- › Leading teams: the challenge of cooperation
- › Leading through effective communication
- › Leading yourself – leadership and self management
- › Accessing self confidence
- › Decision-making and negotiation skills
- › Resolving conflicts in your leadership practice

METHOD Trainer input, role play, practical exercises, personal leadership practice, self analysis and reflection, feedback

TARGET GROUP

First-time leaders,
junior managers

RECOMMENDED DURATION

3 Days

**RECOMMENDED
GROUP SIZE**

Six to ten persons

UPON COMPLETION

Certificate

**RECOMMENDED
FURTHER COURSE**

Leadership Skill:
Communication,
Leading Teams

LEADERSHIP TRAINING

ENHANCING LEADERSHIP AND PEOPLE SKILLS

YOUR BENEFIT

Leadership today requires more than the knowledge and the technical expertise of one's profession. Management requires the knowledge and application of effective leadership methods and instruments.

These leadership skills however, are only effective if they are in tune with the actual situation and the "human factor" involved. Honed people skills are the key to successful leadership. They include the knowledge and development of one's own leadership style and the identification and effective approach to the various personality types in the professional environment.

GOAL

This workshop is designed to support your employees in leadership positions to apply and deepen the necessary skills in their daily leadership practice.

CONTENT

- > Personal situation assessment
- > Reflection and development of personal leadership style
- > Basic elements of human interaction
- > Leading through effective communication
- > Situational leadership skills
- > Role and personality conflicts
- > Dealing with the formal and informal organization
- > Leading through process management
- > Management in challenging situations
- > The effect of inner attitude
- > Analysis of and dealing with leadership strengths and weaknesses
- > Win - Win Leadership
- > Learning and learning cycles

METHOD

Trainer input, role play, practical exercises, personal leadership practice, self analysis and reflection, feedback

TARGET GROUP

Executives, managers,
team leaders

RECOMMENDED DURATION

3 Days

RECOMMENDED GROUP SIZE

Six to ten persons

UPON COMPLETION

Certificate

RECOMMENDED FURTHER COURSE

Leadership Skill:
Communication,
Executive Coaching

LEADERSHIP SKILL: COMMUNICATION

COMMUNICATION AS ESSENTIAL SKILL FOR LEADING AND MANAGING PEOPLE

YOUR BENEFIT Talking to someone is the most direct and strongest form of communication and plays the central role in leading and managing people. The dialog with your staff or customers will determine if and how you are able to get your tasks and expectations “on the road”. In leading and directing meetings and conversations you demonstrate your real leadership competence: here you accomplish clarity and transparency of work processes, you master negotiations and tough situations, you help solve potential conflicts, you motivate your team!

GOAL In this encompassing 3-day training you will discover communication as an effective leadership instrument in all kinds of management situations – with customers, business partners, your team or supervisors. You hone your judgement in conversations and learn to direct your communication, so as to effectively realize your goals and expectations. You will also acquire the instruments to continually improve your communication skills in your leadership practice.

CONTENT

- › Leadership and communication
- › The three layers of communication
- › Leadership instruments in conversations and meetings
- › Listening and effective questioning
- › The effect of inner attitude
- › Recognizing and overcoming resistance and barriers
- › Dealing with difficult or tricky people
- › Facilitation and meeting skills
- › Presentation and negotiation skills
- › Clarification and conflict resolution talks

METHOD Trainer input, role play, practical exercises, personal leadership practice, self analysis and reflection, feedback

TARGET GROUP

Executives, managers, team leaders

RECOMMENDED DURATION

3 Days

RECOMMENDED GROUP SIZE

Six to ten persons

UPON COMPLETION

Certificate

RECOMMENDED FURTHER COURSE

Leading Teams

LEADING TEAMS

LEADING PERSONALITIES INTO A SUCCESSFUL TEAM

- YOUR BENEFIT** The challenge in leading teams is to bring together different personalities, to motivate them and to support them in their individual performance. To succeed, one needs effective personal and social skills and goal-oriented communication.
- GOAL** In this training, you will learn the most important aspects in the leading of teams. This includes directing the interaction of the team members and understanding the team's group dynamics. You hone your role as team leader and develop your skills in leading individuals into a productive team. As a result, you will increase your team's cooperation, performance and motivation!
- CONTENT**
- › Factors of team success
 - › Team roles and their meaning
 - › Phases of team development
 - › Personal leadership style and effect on others
 - › Determination of individual tasks and competences
 - › Personal conduct in critical situations
 - › Personality structure of team members
 - › Developing effective team objectives and communication processes
 - › Conflict resolution within the team
- METHOD** Trainer input, role play, practical exercises, personal case studies, self analysis and reflection, moderated discussion, feedback

TARGET GROUP

Executives, managers,
team leaders

RECOMMENDED DURATION

3 Days

RECOMMENDED GROUP SIZE

Six to ten persons

UPON COMPLETION

Certificate

RECOMMENDED FURTHER COURSE

Leadership Skill:
Communication

CONFLICT MANAGEMENT

CONFIDENT LEADERSHIP IN DEALING WITH CONFLICTS

YOUR BENEFIT Conflicts disrupt teams and the work processes of your organization. If you are directly involved in a conflict or if you are the supervisor responsible for resolving a conflict situation, it is essential to understand the dynamics of conflicts as well as the principles of their resolution.

GOAL You will learn the sources and dynamics of conflicts and confrontation. You will become aware of your own patterns of behavior in conflicts and will develop constructive and creative conflict resolution strategies.

With this basis of knowledge you can productively deal with the conflict structure of your team and resistances with business partners. You will be able to constructively work toward conflict resolution even in complex situations and serve as role model in the way you deal with conflicts.

- CONTENT**
- > Conflict analysis
 - > Conflict potential in individuals
 - > Cross-cultural approaches to assertiveness and conflicts
 - > Conscious and unconscious reaction to conflicts
 - > Principles of conflict escalation and de-escalation
 - > Clarifying roles
 - > Developing resolution strategies
 - > Intervention tools and techniques
 - > Reestablishing a trusting and working atmosphere

METHOD Trainer input, role play, practical exercises, personal case studies, self analysis and reflection, moderated discussion, feedback

TARGET GROUP

Executives, managers,
team leaders

RECOMMENDED DURATION

3 Days

RECOMMENDED GROUP SIZE

Six to ten persons

UPON COMPLETION

Certificate

RECOMMENDED FURTHER COURSE

Leadership Skill:
Communication,
Leading Teams

PRESENTATION SKILLS WORKSHOP

CONFIDENT AND EFFECTIVE PRESENTATIONS

YOUR BENEFIT As the „expert“, you present products, results and ideas in front of clients and fellow employees. The participants do not only expect relevant information, but compelling arguments and a convincing professional performance.

Improve the effectiveness of your presentations. Through the effective use of your creativity, your powers of persuasion and the professional use of communication techniques your audience will experience memorable and enlivening presentations.

GOAL You improve your skills to capture your audience to achieve your objectives and to tailor your presentation according to the needs of your audience. You plan and deliver effective presentations, thus building your self confidence and presentation performance. Through practicing and receiving feedback you become aware of your own impact and increase your effectiveness.

CONTENT

- > Basics of speech and presentation
- > Introductions - how to create a positive image
- > Planning structure and design of presentation
- > Determining purpose
- > Causing impact, body language
- > Tips for building confidence and mastering nervousness
- > How to capture your audience
- > Establishing contact, creating interest, being understood
- > Do's and don'ts of presenting in business
- > Improving your personal effectiveness
- > Handling audience participation and difficult situations
- > Enhancing your vocabulary and word choice proficiency
- > Do's and don'ts using presenting media (PowerPoint, beamer, overhead, etc.)

METHOD Theory of presentation, presentation exercises, group work, participant experience, feedback

TARGET GROUP

Executives, managers, team leaders

RECOMMENDED DURATION

3 Days

RECOMMENDED GROUP SIZE

Six to ten persons

UPON COMPLETION

Certificate

RECOMMENDED FURTHER COURSE

Leadership Skill: Communication, Leading Teams

EXECUTIVE COACHING

PERSONAL COACHING FOR THE INDIVIDUAL LEADERSHIP SITUATION

YOUR BENEFIT Every manager encounters situations every day that challenge his personal leadership skills and that, at times, surpass his current skills level. The challenges can be as varied as the tasks and individual situation of the executive - be they cultural changes in the company, new, unfamiliar responsibilities or simply interpersonal conflict. What is essential at these times is to recognize these situations as excellent learning opportunities that can add significantly to the personal leadership skills repertoire. In these crucial moments it is necessary to analyse the situation and personal skills level and to set to work on improving the needed skills. In order to develop these skills, the expertise of an experienced coach is necessary.

GOAL Under guidance of an experienced coach you evaluate your actual management issues. You sharpen your assessment of your leadership skills, effectiveness and your interaction with your employees. You develop and strengthen your personal leadership style and poise.

- CONTENT**
- › Personal situation assessment
 - › Situational leadership skills
 - › Reflection and development of the personal leadership style
 - › Role and personality conflicts
 - › Dealing with the formal and informal organisation
 - › Management in challenging situations
 - › The effect of inner attitude
 - › Dealing with resistance and barriers
 - › Win - win leadership
 - › Analysis and dealing with leadership strengths and weaknesses
 - › Leading through process management
 - › Leading through effective communication
 - › Learning and learning cycles
 - › Self management

METHOD Intensive personal coaching, personal leadership practice, trainer input, self analysis and reflection, role play, feedback

TARGET GROUP

Executives, managers, team leaders

RECOMMENDED DURATION

1 Day

RECOMMENDED GROUP SIZE

Personal Coaching

RECOMMENDED FURTHER COURSE

Depending on personal situation



› WELCOME TO THE **GEWK** – INTERNATIONAL MANAGEMENT ACADEMY

For more than 10 years the GEWK - International Management Academy - has been the preferred choice for providing professional international management training programs for businesses in many languages. Our training portfolio covers all business areas, from sales and marketing to controlling and project management. Our expertise, however, are our outstanding leadership development and communication trainings.

› THE GOOD FEELING OF HAVING THE RIGHT PARTNER AT YOUR SIDE.

EXPERT INSTRUCTOR TEAM Our trainers and consultants are active practitioners who average more than 15 years experience in their respective fields. You benefit from their experience, their effective training methods and their real-world knowledge.

PERSONAL AND SOCIAL SKILLS Our intensive hands-on trainings are designed to help your employees gain the skills they need – quickly and in depth. In the training, the real life situations of all participants are used to directly build their situational competence and to effectively develop their professional, personal and social skills. Professional expertise is not sufficient for today's leaders. Our training methods develop all human competence areas for thorough and well-rounded schooling.

INNOVATIVE TRAINING METHODS The effectiveness of management trainings is greatly improved when the training includes the real life situations of the staff. Obstacles and hidden complexities due to departmental organization and company procedures become apparent and can be addressed and solved directly.

Modern and proven training methods, such as applying humanistic psychology principles, bio-structural analysis, etc., maximize the learning experience. Role play and group exercises – and especially the use of the participants' real life situations – enable the practice of new skills and behavior and the special development of social competence. Through consecutive training modules, the trained skills can be practiced at work and honed in follow-up training sessions.

CUSTOM TAILORED SOLUTIONS The greatest effectiveness and sustainability is achieved, when the training addresses the actual problem situations and the GEWK designs your individual course or program. For instance, if you want to intelligently combine two or three subjects in one training: your requirements determine the content and structure of your custom-tailored training.

FLEXIBLE TRAININGS We provide flexible solutions for your training needs. Whether you need a single training, one to one coaching or a management development program, we can design a tailor made solution to exceed your expectations. No job is too big or small. We are completely flexible with our solutions – this gives you a great deal of choice and flexibility.

PROFESSIONAL HR BACKING The extensive training portfolio is enhanced through our HR Management Consultants. We advise your management and HR professionals in all areas of personnel development. This know-how you will find reflected in our trainings - and can be used to greatly enhance the design of your management training program in accordance to your personnel development goals.

- EXTENDED TRAINING SERVICES** We offer online communication platforms, use-of-potential analysis, feedback instruments and many more services in order to make our trainings as effective as possible.
- INTERNATIONAL TRAININGS** We train in all of Europe in English, French, German and other languages.
- IN-HOUSE AND CUSTOMER SCHOOLING CENTERS** Setting up in-house schooling centers for customers can be beneficial for many companies. This enables you to build special customer relationships and bind your clients more tightly to you. In-house schooling centers are also an effective alternative for training your sales force or the employees of your stores and subsidiaries.
- TRAINING SERVICE** GEWK trainings are professionally organized by our service office. You can rely on our competent service team during all phases of planning, implementing and follow-up of your trainings. For in-house workshops our trainers come to your company directly or our service office organizes a suitable location near you.
- HOTEL SERVICE** The fitting location – with special flair and atmosphere – is important for the overall impact of your trainings. For our in-house trainings we will organize the suitable hotel or special training location in your vicinity. Naturally, our complete hotel service is free of charge.
- CONTACT** Do you have questions or want to know more about our services? Please use the attached information request or contact us directly under +49 (0)2161-3080210. We are looking forward to serving you!

▶ INFORMATION REQUEST MANAGEMENT TRAINING/ COACHING

FAX TO: +49 (0)2161-3080219

TRAINING Title of chosen training: _____
Number of participants: _____
Duration of training: _____
Training location: _____

We will be glad to arrange a suitable training location for you (at no additional cost to you).
Please let us know what criteria of the training location are important to you:

COMPANY Company Name: _____
INFORMATION Department: _____
Contact Person: _____
Street Address: _____
Zip Code, City: _____
Country: _____
Phone: _____
Fax: _____
Email: _____
How did you hear about us? _____

Date, City

Signature

- ▶ We will be glad to prepare a custom-tailored training proposal for you (free of charge).
- ▶ Our training consultants will design the contents of the training according to your needs.
- ▶ The time of the training will be coordinated with you.
- ▶ If you have questions, please do not hesitate to call us at +49 (0)2161-3080210.





› INTERNATIONAL
MANAGEMENT ACADEMY ‹

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