



Effective Leadership Course (four-months)

Aim:

To provide an overview of key aspects of Leadership designed to give Leaders an insight into how they can grow their own Leadership skillset. To equip leaders with the knowledge, skills and behaviours to improve their individual performance as a leader and as a result effectively manage individuals and teams, with cultures that result in higher productivity and positivity.

Course suitable for:

This four-month programme is aimed at leaders with either line manager or team/department/brand strategy responsibility who are looking to improve their skills and improve performance or confidence. Through workshops and coursework, leaders will be encouraged to apply strategies, techniques and theories to role-specific scenarios centred on emotional intelligence, personal development, communication and team development

Overview and breakdown

Month One:

Communication

- VARK learning styles and Colours Insight and how to adapt a message to suit the audience
- Using feedback mechanisms to communicate the need for change and build awareness in a non-emotional manner
- Karpman's drama triangle – how to avoid being the 'hero' or 'villain' when team members are faced with a challenge
- How to communicate with the principles of Berne's Transactional Analysis PAC model

Month Two:

Team Development

- Understanding the principles of Tuckman's Team formation model and how to move a team forward
- How to use Maslow's hierarchy of needs to motivate team members
- Handling change using theories including Sigmoid Curve, Kubler-Ross, Fisher's Curve and the SCARF model
- Maintaining focus in line with John Adair's Team Development Model

Month Three:

Coaching

- Understanding the difference between Coaching, Mentoring and Training, and the benefits of Coaching
- How to use the T-GROWs model to coach an individual to achieve a goal
- Combining Open Questions with Active Listening techniques
- Practical application of the Coaching Wheel

Month Four:

Emotional Intelligence

- How Emotional Intelligence differs to IQ
- What are emotions and why they are an important aspect to our wellbeing
- Understanding the importance of Feedback and application of the Johari Window
- How to use Steiner's Stroke economy to improve relationships with Team Members



Learners will also be supplied with additional material (such as e-learning, podcasts/videos and further reading) to help them further develop their understanding, knowledge and skills. All those that successfully complete the four-month programme will receive a Bauer Academy Certificate of Completion that can be used to evidence continuous professional development (CPD).

Each person's Action Plan is designed to build on the area of the business they are working on and to use the learnings from the course to implement new strategies and/or build better relationships. Each Action Plan will receive feedback and support from the course tutor with the aim of developing new leadership approaches in the workplace.

Course locations and dates

The programme will be made available at a Bauer location such as Media House (Peterborough), Academic House (London), Forth House (Edinburgh) and The Hits (Manchester). Exact dates and locations to be confirmed

The Bauer Academy

It provides a remarkable and unique approach to training that combines the very best of media, education and businesses to inspire and motivate its trainees. Our training is immersed inside one of the biggest media companies in the world (Bauer Media), providing exciting and meaningful work-based learning.

Our media and business professionals are at the top of their game. Combined they have expertise across all types of media and all types of organisations. They are multi award winning, with a track record for pushing boundaries in their specialist fields. And our academics know a thing or two about education. They obsess about critical thinking, deep learning, transferable attributes and sticking to values that develop creativity and confidence in all types of learners.

Effective Leadership Fundamentals Tutors:

Rachel Gillett has extensive experience leading Advertising strategies for market-leading Media Owners. Specialising in the complexities of Branded Content, she has worked on a wide portfolio of multi-platform campaigns for the UK's top media agencies and brands. Her ability to streamline creative team processes is combined with her passion for developing individuals as a manager, accredited Performance Coach and initiator of Personal Development programmes. Rachel has also completed programmes in Behavioural Economics and the Psychology of Personal Growth.

Kieren Puffett is an award-winning, highly successful digital journalist, manager and communication specialist, including 11 years as editor of Parkers, a Bauer digital brand dedicated to helping car buyers. He has also worked with a range of blue chip companies including Honda, the BMW Group, the AA, AutoTrader and National Geographic UK creating and delivering their content, communication and social media strategies across multi-media platforms. Kieren is also holds a Google Digital Marketing Leadership qualification.

Pre-Course Study:

- PAC Model Profiling
- Dr Spencer Johnson "Who moved my cheese?" (available as a book, PDF or video)
- Setting SMART goals (To be written bespoke as pre-reading PDF)
- Belbin Team roles Profiling