



Effective Leadership Programme – 2 days

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 two-day programme is designed for Leaders who have not previously had Management training and are looking to build skills across a variety of fields such as finding their own leadership style, communication skills, time management and emotional intelligence.

Overview and breakdown

Day One:

Leadership Styles and Communication

- Exploring different Leadership Styles and identifying the most authentic versions for the individuals
- Techniques on leading meetings and delivering information effectively
- How to provide feedback using communication mechanisms
- Understanding the principles of Colours Insight

Day Two:

Emotional Intelligence and Time Management

- Understanding how emotional intelligence differs to IQ
- Exploring why emotions are important to our wellbeing and professional development
- How to apply the principles of the Johari Window to improve self-awareness
- Practical applications of the Time Management theories including Covey, Zeigarnik and the Pareto Principal

All those that successfully complete the two-day programme will receive a Bauer Academy Certificate of Completion that can be used to evidence continuous professional development. 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 Intensive Programme 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:

- Colours Insight Profiling: <https://365tests.com/personality-tests/free-color-personalitytest/>
- Consider 10 items on your to-do list this/next week and arrive prepared to discuss them.