

# Professional Manager™



## What is Professional Manager™?

Research and experience have shown that a manager's success and ability to contribute to an organization depend on effectively working with superiors and peers as much as effectively leading and managing subordinates.

The objective of **Professional Manager™** is to increase the effectiveness of the management team and individual managerial abilities. As part of the management group, participants will identify key organizational issues and actions, develop shared understandings and experiences, and strengthen their organizational network.

On an individual level, participants will strengthen their ability to use their professional management practices, develop personal action plans to incorporate these practices into their roles as managers, and increase their overall effective power and influence in the organization.

## What You Will Leave With

- Clarity about the management role and the operating principles of effective managers.
- Understanding of the key behaviors that characterize the following operating principles in a business environment:

Individual Contributor	Team Contributor
Openness	Teamwork
Trust	Partnering
Quality	Contention

- Plans for increasing your effectiveness as a professional manager.
- Strengthened working relationships with other managers from your organization.

**Professional Manager™: The most effective approach in helping people focus on what they can do to improve their performance as a manager**

- ◆ Addressing six key principles and thirty-six practices of professional management with focus on both individual and team contribution:

Openness	Teamwork
Trust	Partnering
Quality	Contention

- ◆ Providing comprehensive feedback that enables managers to be more effective when working across the organization with their colleagues.
- ◆ Helping managers become respected individual contributors whose advice is sought and whose ideas are listened to carefully.
- ◆ Focusing on performance, behavior, and results with the emphasis on working effectively with managers across the organization

### ABOUT THE AUTHORS



**Dr Donald T. Tosti & Stephanie F. Jackson**  
Founding Partners, Vanguard Consulting, Inc.

**Dr. Donald T. Tosti** is an educator and internationally recognized pioneer in performance-based approaches to organizational effectiveness. T&D Magazine and the American Society have recognized him as a key contributor to Human Performance Improvement (HPI) technology in the United States.

LE co-author, **Stephanie F. Jackson**, is a Senior Partner at Vanguard, where she specializes in the evaluation of performance and organizational systems, and in the design of behavioral and skills-based change programs.

## What You Will Experience During the 2-1/2 Day Workshop:

- **OVERVIEW**
  - Establishing the context for the course
  - Setting the pattern for working together
- **UNDERSTANDING THE ORGANIZATION**
  - Establishing the role of power and influence in organizational performance
  - A shared understanding of the effective use of power in organizations.
- **UNDERSTANDING INDIVIDUAL CONTRIBUTION**
  - The framework for understanding individual contribution to the effectiveness of organizational performance.
  - Concepts and behaviors underlying the three individual contribution principles
  - Feedback on six behavioral practices associated with each of the principles.
- **UNDERSTANDING TEAM CONTRIBUTION**
  - Key principles and behaviors that contribute to the effectiveness of the management team.
  - Feedback on six behavioral practices associated with each of the principles.
- **ACTION PLANNING**
  - Individual Action Planning in which participants develop plans for the application of behaviors
  - Group work to help ensure that participants will effectively apply principles and behaviors in their workplace.



For more information about **Persona GLOBAL®**, Inc.'s metrics and methodologies, please contact [info@personaglobal.com](mailto:info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)



### ABOUT **Persona GLOBAL®**

**Persona GLOBAL®** is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona GLOBAL®**, Inc.'s metrics and methodologies are currently available in 70+ countries; its programs have been translated in up to 38 languages. More than 1,500 certified **Persona GLOBAL®** practitioners around the world serve their clients as strategic business partners.

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- SONY Music Entertainment