



# Open First Line Managers' Programme 12-14th March 2018

## Information & Booking Form

The CPD Standards Office

CPD PROVIDER: 21099  
2018 - 2020

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



# Open First Line Managers' Training Programme 2018

## Programme aim

This CPD-accredited, practical and very comprehensive training programme assists First Line Managers in developing or refreshing the key skills they require to demonstrate maximise the performance and success of their team.

## Learning objectives

After attending this workshop participants will:

- Understand the role and appreciate the importance of the first line manager.
- Be aware of their personality type according to the Myers Briggs Personality Type Indicator (MBTI) and the typical behaviours that are likely to arise from this.
- Adapt their behaviour when necessary to achieve and maintain rapport with others leading to improved outcomes.
- Understand how people learn and be able to effectively support learning.
- Appreciate the difference between management and leadership.
- Be aware of their natural leadership style and know how to modify this as and when necessary.
- Implement the concept of situational leadership to maximise the productivity of themselves, their team and their stakeholders.
- Successfully support the learning of others through effective coaching, counselling and delegating.
- Offer feedback professionally and constructively resulting in enhanced performance from others.
- Influence and communicate more effectively to achieve win-win outcomes.
- Feel more confident to be a highly effective and successful first line manager.

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## Key content

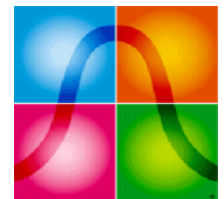
### Personal awareness & effective communication

- Personal SWOT
- Myers Briggs Personality Type Indicator (MBTI)
- Effective communication, influencing & negotiating



### Leadership and motivation

- Leadership and management
- Personal and team Vision and Values
- Kouzes & Posner leadership principles
- Situational Leadership styles & strategies



### Performance leadership

- Principles of learning and helping others to learn
- Training, coaching, counselling, mentoring & delegating
- Coaching skills using activity metaphors
- Offering and receiving feedback professionally
- Video role-play
- Case study review

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Additional topics may be discussed if specifically raised by participants. The workshop is intensive, practical, enjoyable and highly interactive. Learning is achieved through:

· Discussions	· Presentations
· Team exercises	· Video-recorded practise
· Questionnaires	· Group work
· Case studies	· Personal action planning

The workshop is accredited for 21 hours of CPD

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Investment

£2,500 plus VAT

## PHILIP YATES

BSc (Hons) PGCE DipM MCIM MPNLP MIoD

Phil Yates is a trainer, coach and facilitator with a very successful background in Education and within the Pharmaceutical Industry.

Phil's particular areas of interest include:

- Influencing & Communication Skills
- Team-working
- Leadership
- Presentation Skills
- Negotiation Skills
- Coaching Skills
- Selling Skills
- Facilitation Skills



Through working with and coaching both individuals and teams, Phil helps to significantly improve performance and productivity. Phil also provides mentoring and coaching support to first and second line managers within a variety of functions and offers executive coaching to Board Directors. Phil designs and delivers excellently-evaluated training workshops for clients throughout Europe, the Middle East and Asia, specialising particularly in the Pharmaceutical and Public Relations / Medical Communications industries.

Phil also offers skills development support to clients' customers to add value to the brand offering, including providing a number of workshops for nurses which are accredited by the Royal College of Nursing in the UK. These provide nurse delegates study hours towards their continual professional development PREP requirement.

Phil is qualified to administer and provide feedback on the Myers Briggs Personality Type Indicator (MBTI®) and he is a Certified Neuro-Linguistic Programming (NLP) Master Practitioner. Phil has a Diploma in Marketing and a Diploma in Life Coaching. He is a Course Director within the Training Faculties of the Chartered Institute of Marketing (UK) and Management Centre Europe (Brussels). Phil is a Member of the Institute of Directors, an Associate Member of the Healthcare Communications Association, an Advisory Board Member of AllaboutMedicalSales and an occasional author on training matters for Pharmafocus and Pf magazines and a judge for the Pf Awards. Phil is a Registered Hypnotherapist and Trainer of Hypnosis under the American Board of Hypnotherapy.

Phil is an accomplished presenter, trainer, facilitator and coach who has acquired a reputation for delivering commercially-focused training skills development support of the highest quality.

## JANICE CLARE MPNLP

Janice is a Learning and Development Specialist who has gained a wealth of experience in learning & development, management and training roles for an international blue chip organisation over a 15 year period. Janice offers training and consultancy services specialising in coaching, leadership, personal development and sales training - all interventions designed to meet client and strategic objectives whilst delivering a clear return on investment.



Janice has a flexible approach and is passionate about delivering positive training interventions that make a real difference to the business objectives and individuals. Hence a key strength is to really understand the client's objectives and needs and design programmes that meet both of those requirements. She is also capable of working with a broad spread of people from front line staff to Senior Managers and Directors.

Janice is qualified to administer and interpret Myers Briggs Type Indicator, of benefit to individuals and also team dynamics and development. She is also a certified NLP practitioner.

Janice is passionate about coaching others, enabling them to achieve their true potential. She is highly skilled, both face to face and also has experience of coaching effectively over the telephone, such is the high level of trust developed with clients.

Delivering workshops and facilitating groups is also a key strength – across a wide range of subject areas. Janice is also capable of running with a workshop designed by colleagues, and delivering a quality product that meets the needs of the delegates and the business.

Janice has experience of benchmarking selling skills, coaching and leadership behaviours around capability frameworks. This has frequently involved observational work, with clients whilst in their working environment, giving feedback around strengths and development areas linking into personal action planning to achieve peak performance.

Coachwise Consultants Clients include:

<ul style="list-style-type: none"> <li>· 3M Healthcare</li> <li>· 4D Communications</li> <li>· 90Ten Healthcare Communications</li> <li>· ABLE – India</li> <li>· ABPI</li> <li>· Actavis</li> <li>· Actelion – UK and Switzerland</li> <li>· Alexion</li> <li>· Alliance Boots</li> <li>· Allergan</li> <li>· Amdipharm</li> <li>· Amgen</li> <li>· Apos Therapy</li> <li>· Apothecom</li> <li>· Arrow Pharmaceuticals</li> <li>· Ashley Communications</li> <li>· AstraZeneca</li> <li>· Athena Medical PR</li> <li>· Aurora Healthcare Communications</li> <li>· Axon Communications</li> <li>· Baxter SA</li> <li>· Bayer Schering UK &amp; Global</li> <li>· Bayer Animal Health – UK &amp; Global</li> <li>· Becton Dickinson</li> <li>· Bedgebury Communications</li> <li>· Bedrock Communications</li> <li>· Bell Pottinger</li> <li>· Bilcare Singapore</li> <li>· Binley's</li> <li>· Biogen</li> <li>· Boehringer Ingelheim UK &amp; Germany</li> <li>· BP</li> <li>· Brain Tumour Charity</li> <li>· British Rowing</li> <li>· Bristol Myers Squibb</li> <li>· Burston Marsteller</li> <li>· Censeo</li> <li>· Chandler Chicco Agencies</li> <li>· Chartered Institute of Marketing</li> <li>· Chiesi Ltd</li> <li>· Chiltern GP Registrar Scheme</li> <li>· Clark Communications</li> <li>· Cohn &amp; Wolfe</li> <li>· Companion Care Veterinary Group</li> <li>· Corpak Medical Systems</li> <li>· Creston Health</li> <li>· Cyberonics</li> <li>· Dayarn Pharma – Middle East</li> <li>· DDB Remedy</li> <li>· Department of Health UK</li> <li>· DePuy Synthes (Johnson &amp; Johnson)</li> <li>· Dexcom</li> <li>· dna Medical Communications</li> <li>· East Kent Health Authority</li> <li>· Elan Pharmaceuticals</li> <li>· Ellwood Atfield</li> <li>· EMIG</li> <li>· EMO</li> <li>· Enteral UK</li> <li>· Essex Chemie AG</li> <li>· Events 4 Healthcare</li> <li>· Fairbridge in London</li> <li>· Ferring Pharmaceuticals</li> <li>· firstlightpr</li> </ul>	<ul style="list-style-type: none"> <li>· Forte Pharmaceuticals</li> <li>· Franklin Templeton Investments, Taiwan</li> <li>· Galderma UK &amp; Global</li> <li>· Galen</li> <li>· Galliard Healthcare</li> <li>· GCI Health</li> <li>· Gilead Sciences</li> <li>· GlaxoSmithKline UK and Croatia</li> <li>· Golin Health</li> <li>· Grunenthal</li> <li>· Hanover Communications</li> <li>· Harley Medical Group</li> <li>· HAVAS Just:</li> <li>· Healthcare Communications Assoc.</li> <li>· Health Exchange Pharmacy</li> <li>· Hesperion Life Sciences (Switzerland)</li> <li>· Highcroft Veterinary Group</li> <li>· Hospira</li> <li>· Huntsworth Health</li> <li>· Idis</li> <li>· IHS</li> <li>· IMC Healthcare Communication</li> <li>· Innovex</li> <li>· Invest Northern Ireland</li> <li>· Inspired Science</li> <li>· Intervet</li> <li>· Ipsen</li> <li>· Jango Communications</li> <li>· Janssen Cilag</li> <li>· Johnson &amp; Johnson</li> <li>· JPA Healthcare Communications</li> <li>· JYC Global</li> <li>· Julphar Middle East</li> <li>· Kendle Healthcare</li> <li>· Ketchum</li> <li>· Kodak Polychrome Graphics</li> <li>· Leo Pharmaceuticals</li> <li>· Liberation Communications</li> <li>· Luxford Advertising</li> <li>· Madano Communications Ltd</li> <li>· Malaysian Investment Development Authority (MIDA)</li> <li>· Management Centre Europe</li> <li>· Mead Johnson (Reckitt Benckiser)</li> <li>· Medivet</li> <li>· Menarini Pharmaceuticals</li> <li>· Merck Millipore</li> <li>· Merck Serono UK &amp; Global</li> <li>· Merz Pharmaceuticals</li> <li>· MSD</li> <li>· MS Pharma, Jordan</li> <li>· MS Trust</li> <li>· MSL Group</li> <li>· Munro &amp; Forster Public Relations</li> <li>· mXM Medical Communications</li> <li>· Napp Pharmaceuticals</li> <li>· Neolane</li> <li>· NHS</li> <li>· Norgine Pharmaceuticals</li> <li>· North East Lincs NHS</li> <li>· Novartis Pharmaceuticals</li> <li>· Novo Nordisk</li> <li>· Nyxeon</li> </ul>	<ul style="list-style-type: none"> <li>· Ogilvy Healthworld</li> <li>· Organon Laboratories</li> <li>· Oxford PharmaGenesis</li> <li>· Four Health Comms (Packer Forbes)</li> <li>· PAN Advertising</li> <li>· Panasonic Healthcare Corporation USA</li> <li>· Pegasus</li> <li>· Pennine Acute Hospitals NHS Trust</li> <li>· Pet Doctors</li> <li>· Pfizer</li> <li>· PGS – UK, Norway, Singapore, Japan</li> <li>· PharmaSwiss</li> <li>· Porter Novelli</li> <li>· ProStrakan</li> <li>· Publicis Life Brands</li> <li>· Quintiles</li> <li>· RDA</li> <li>· Red Door Communications</li> <li>· Real Science</li> <li>· Resolution Chemicals</li> <li>· Reynolds Mackenzie</li> <li>· Riyad Bank</li> <li>· Roche Diagnostics</li> <li>· Roche Products Ltd.</li> <li>· Rock Medical Communications</li> <li>· Royal College of Nursing</li> <li>· Royal College of Veterinary Surgeons</li> <li>· Ruder Finn</li> <li>· RXT</li> <li>· Saint George's Veterinary Group</li> <li>· Sanofi - Middle East &amp; Iran</li> <li>· Santen GmbH</li> <li>· SASPA</li> <li>· Say Communications</li> <li>· Schering-Plough - UK US and Asia</li> <li>· Shire Pharmaceuticals</li> <li>· SPMSD</li> <li>· Staffordshire Housing Group</li> <li>· STEM Marketing</li> <li>· Stiefel Laboratories</li> <li>· Soho Group Indonesia</li> <li>· South Buckinghamshire NHS Trust</li> <li>· Succinct Communications</li> <li>· Synergy</li> <li>· Synergy Vision</li> <li>· Take Care Now Ltd.</li> <li>· Takeda UK &amp; Global</li> <li>· TauRx</li> <li>· Terrapinn Europe, US and Asia Pacific</li> <li>· Teva Pharmaceuticals</li> <li>· Tillotts AG</li> <li>· TGS Nopec</li> <li>· TogoRun</li> <li>· Tribeca Knowledge</li> <li>· UCB Celltech</li> <li>· Unlimited ...</li> <li>· Village Vet Group</li> <li>· Virgo Health</li> <li>· ViroPharma</li> <li>· VPI</li> <li>· WCG World</li> <li>· Weber Shandwick</li> <li>· Wyeth-Lederle – UK and UAE</li> <li>· Zaicom International</li> </ul>
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## BOOKING FORM

### Open First Line Managers' Programme



Name of participant – please print  
(as it should appear on the certificate)

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Job title

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Name of organisation

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Address

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Telephone

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Participant's e mail address

.....

Manager's name & job title

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Purchase order number (if applicable)

.....

Authorising signature

.....

Name

.....

*On receipt of your booking, you will be invoiced for the full course fee. Bookings are non-refundable, however delegates may be substituted at any time without cost.*

Please send to:

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Brewood, Staffordshire.

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