



# Open First Line Managers' Programme Five Day Programme

## Information & Booking Form

The CPD Standards Office

CPD PROVIDER: 21099  
2015 - 2017  
[www.cpdstandards.com](http://www.cpdstandards.com)



## Open First Line Manager's / Supervisor's Programme

### Programme aim

This workshop brings a practical and motivational insight into the challenging role of a first line manager or supervisor and reviews all of the key skill sets required by anyone starting or planning to start their career as a first line manager or supervisor of others. The programme is delivered over five days in Buckinghamshire in the UK.

### Learning Objectives

After attending this workshop participants will:

- Understand the role and appreciate the importance of the first line manager / supervisor.
- Be aware of their personality type according to the Myers Briggs Personality Type Indicator (MBTI) 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.
- Communicate with others more effectively to achieve win-win outcomes.
- Be aware of their natural leadership style and know how to modify this when necessary.
- Implement the concept of situational leadership to maximise the productivity of their team and stakeholders.
- Delegate effectively to others in a manner which benefits all parties.
- Successfully support the learning of others through effective coaching.
- Offer feedback professionally and constructively leading to enhanced performance.
- Select, recruit and retain high performing people.
- Agree meaningful objectives with their team members and support them in achieving these.
- Monitor, evaluate and enhance individual and team performance.
- Improve poor performance and if necessary discipline ethically, effectively and within the law
- Effectively manage their time and that of others
- Understand the basics of employment law and work within best practice guidelines.
- Prevent or manage conflict effectively
- Feel more confident to be a highly effective and successful first line manager or supervisor.

## Key Content

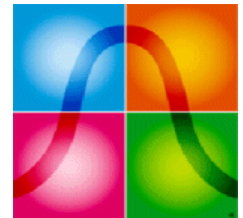
### Personal awareness & effective communication

- Personal SWOT
- Myers Briggs personality Type Indicator (MBTI)
- Effective communication



### Leadership and Motivation

- Leadership versus management
- Personal and team Vision and Values
- Leadership styles & adaptation to different situations
- Developing others
- Delegation



### Coaching and Counselling

- Principles of learning and helping others to learn
- Training, coaching, counselling and mentoring
- Coaching using activity metaphors
- Offering and receiving feedback

- Model the Way
- Inspire a Shared Vision
- Challenge the Process
- Enable Others to Act
- Encourage the Heart.

### Offering and receiving feedback

- Offering praise and recognition
- Offering developmental feedback
- Linking feedback to values and to action
- Receiving and requesting feedback

**GROW**

**B  
O  
O  
S  
T**

### Recruitment and selection

- Competency based interviewing
- Listening and developing rapport
- Structuring an effective interview
- Recruiting within the law



**E**xample  
**A**ction  
**R**esult

## Business orientation

- Setting and monitoring meaningful objectives
- Performance management
- Guide to employment law

SMART

## Conflict Management

- Definition of conflict and benefits of dealing with it effectively
- Causes of conflict in the workplace
- Preventing conflict & conflict resolution
- Video role-play

PINCH  
PPSOP  
SOP

## Time management and planning

- Procrastination
- Effective use of the telephone as a management tool
- Work/home balance
- Prioritisation - urgent/important
- Tips and techniques

Urgency &  
Importance

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 35 hours of CPD

Investment

£4,000 plus VAT

The CPD Standards Office  
CPD PROVIDER: 21099  
2015 - 2017  
[www.cpdstandards.com](http://www.cpdstandards.com)



## 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>· 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>· Bedgebury Communications</li> <li>· Bedrock Communications</li> <li>· Bell Pottinger</li> <li>· Binley’s</li> <li>· Biogen</li> <li>· Boehringer Ingelheim UK &amp; Germany</li> <li>· BP</li> <li>· British Rowing</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>· Department of Health UK</li> <li>· DePuy Synthes (Johnson &amp; Johnson)</li> <li>· East Kent Health Authority</li> <li>· Elan Pharmaceuticals</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>· Galderma UK &amp; Global</li> <li>· Galen</li> </ul> | <ul style="list-style-type: none"> <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>· 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>· Inspired Science</li> <li>· Intervet</li> <li>· Ipsen</li> <li>· Janssen Cilag</li> <li>· Johnson &amp; Johnson</li> <li>· Just:: 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>· MBA Training Company</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 Trust</li> <li>· Munro &amp; Forster Public Relations</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> <li>· Ogilvy Healthworld</li> <li>· Organon Laboratories</li> <li>· Oxford PharmaGenesis</li> </ul> | <ul style="list-style-type: none"> <li>· Packer Forbes</li> <li>· PAN Advertising</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 Brans</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>· 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>· 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>· Take Care Now Ltd.</li> <li>· Takeda UK &amp; Global</li> <li>· TauRx</li> <li>· Terrapinn Training 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>· 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> |
|---|---|---|

# BOOKING FORM



## Open First Line Managers' Programme

Date .....

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

.....

Job title

.....

Name of organisation

.....

Address

.....

.....

Telephone

.....

Participant's e mail address

.....

Manager's name & job title

.....

.....

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:

Coachwise Consultants Ltd.

Broom Hall, Shutt Green Lane,

Brewood, Staffordshire.

ST19 9LX. UK

Tel/fax 01902 851199

E mail [Jude@coachwise.co.uk](mailto:Jude@coachwise.co.uk)

