



THE INSTITUTE OF
SALES & MARKETING

The Emotionally Intelligent Leader.

An ISM Management Development training course

March 16th 17th 18th (3 Days) 2010 Dubai, UAE.



What is Emotional Intelligence?

Emotional intelligence is the capacity to effectively recognize and manage emotion in ourselves and others.

Research has shown that 90% of leadership effectiveness is directly attributable to a person's emotional intelligence.

"We are being judged by a new yardstick: not how smart we are or our expertise, but by our ability to handle ourselves and others." Goleman.

A recent study tracking over 160 high performing individuals revealed that EI is 200% more effective in contributing to performance excellence than intellect and expertise alone.

This 3 day intensive course covers the methods and practices required to harness your natural EI quotient.

By attending this course you will learn how to:

- Inspire employees to a higher level of performance.
- Understand the set of capabilities that distinguish outstanding people.
- Improve your entrepreneurial thinking & be adaptive to change
- Become a more effective leader and better coach to your employees.
- Encourage honest, candid feedback from your direct reports and peers.
- Be confident in your ability to build new relationships.

In order to grow their leadership capabilities, many companies pursue the benefits of training in Emotional Intelligence for their senior leadership and management teams. The purpose of a leadership program like this is simple: to move this group of people to the next level of performance.

"It is not a question of strategy that gets us into trouble; it is a question of emotions." John Kotter, Harvard Business School.

The impact of Emotional Intelligence in the workplace

Companies at the forefront of EI have seen a new culture of leaders who

- Take more initiative.
- Are more entrepreneurial in their thinking and see new opportunities
- Are able to make decisions focused on the desired consequence.
- Are agile and adaptive to change.
- Effectively deal with the setbacks.
- Are more focused on performance than their competitors.
- Become confident in themselves and their ability to take on new tasks and build new relationships.

Applications of Emotional Intelligence within the organization



This program represents an opportunity to provide leaders with tools and strategies to increase their ability to manage themselves as well as manage the critical relationships that exists between themselves and the people around them.

In most cases, these individuals currently function at high levels.

The key to retaining employees and keeping them motivated is their relationship with their direct manager. What people want most from their managers is someone who sets clear and consistent expectations, cares for them, values their unique qualities, and encourages and supports their growth and development.

Put another way: **the greatest sources of retention and performance in the workplace today are internal and emotional.**



Training Methods

Managers know what they need to do. The question is why aren't they doing what they know needs to be done? This issue is the basis of the program and the reason self-awareness is the critical skill to start with in building emotional intelligence.

The following methods will be used:

- ❑ Assessment of individual
- ❑ Facilitator-led discussion of key concepts
- ❑ Small group breakouts to practice skills and strategies
- ❑ Experiential exercises to increase solidification of concepts
- ❑ Grounded experience through business cases
- ❑ Participant coaching
- ❑ Follow-up assessment and practice (optional)

The programme will be supported with complete sets of workbooks, handouts and post course references.

The design of the course provides for each delegate's preferred learning style and optimise experiential learning processes.

Tutor inputs will be aimed at giving direction and guidance to ensure effective learning, skill enhancement and attitudes to move with the times.

Course Timings.

The course is 3 days duration, 9.00am until 5pm daily.

Lunch is provided to all delegates at 1:00pm.

Full details of the schedule and a map of the training location are supplied on application.



THE INSTITUTE OF
SALES & MARKETING

Course Instructor

Bill Roy

A renowned learning, development and coaching specialist with a focused interest in leadership development.

Bill is an Organisational Psychologist, Management & Leadership Training professional with over 20 years of consultancy experience in the UK and abroad.

He has worked with a wide range of organisations in both the private and public sector, helping them to overcome the more difficult people management, development and leadership issues.

He has established himself as a dynamic and much sought after management consultant, trainer, facilitator and coach and is constantly in demand as a result. Over recent years, Bill has been working almost exclusively with 'blue-chip' clients in a wide international setting, who have a significant global footprint.

He travels widely and has recently completed training projects in Africa, UAE and Lebanon. Bill also maintains links with a number of companies in central Brazil, where he lived with his family for some time and provided coaching support for senior company executives in one of Brazil's most successful telecommunications companies.

Bill is passionate about training and his knowledge, experience, creativity and sense of fun combined with his highly interactive and participative style of delivery and facilitation are consistently appreciated as an opportunity to unlock the potential of the delegates who attend his courses.

"I've attended many courses throughout my career but this is the first time I have really learnt something that will make a difference to my business."

Steven Brown – CEO i-Segway



**THE INSTITUTE OF
SALES & MARKETING**

Training Course Application Form

Telephone: + 971 4 345 3353 Facsimile: + 971 4 345 3356 Email: ISM@ismdubai.com

To: **Simon Parker**
 Company: **ISM Training**
 Fax Number: **04 345 3356**
 From:

Emotionally Intelligent Leader – A Three Day Interactive Training Course.

Please reserve the following seat on the course:

Name:
Company:
Position:
Fax:
Phone:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of employees for which you are in charge:
No. of years work experience:
Area for which you are responsible (Circle) City/Country/Continent/Hemisphere/Globe

Number of places required: (Please tick the appropriate box or insert number required)
 Currency is UAE Dirhams.

Individual	4,960 Dhs	<input type="checkbox"/>
Group (More than one)	4,460 Dhs	<input type="checkbox"/>

Name/position invoice should be addressed to:

**Please Fax back the completed Form to + 971 (0) 4 345 3356
 We will send you confirmation of your booking and further
 details.
 Thank you.**

Tel: 04 345 3353 PO Box 33851, Dubai, UAE. Fax: 04 345 3356
 Training@ISMdubai.com "Towards Best Practice..." www.ISMdubai.com