

# The Fundamental Skills for Every Manager



## PRODUCT OVERVIEW

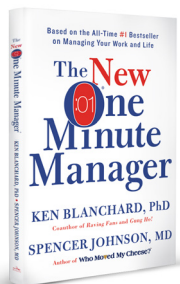
# Blanchard Management Essentials®

from *The New One Minute Manager*®

The ideal manager inspires employees, leads productive teams, and improves business performance. Many managers struggle in their jobs, relying on ill-suited behaviors and instincts that actually erode morale and quash productivity.

The costs of a struggling manager are well documented: high turnover, low morale, subpar productivity, and more. So we've used our 40 years of experience to create a transformational leadership training program for new managers and those who need to refresh essential skills: Blanchard Management Essentials®.

Blanchard Management Essentials builds on the key concepts of the best-selling business book, *The New One Minute Manager*®. It gives managers the necessary tools and training to become leaders who create engaged, productive teams and drive greater results for your organization.



### SET YOUR MANAGERS UP FOR SUCCESS



Create Success Fast



Move Direct Reports Forward on Goals



Power Up Your Teams



Develop Future Leaders

THE **Ken Blanchard**  
COMPANIES

[kenblanchard.com](http://kenblanchard.com)

## FOUR CORE CONVERSATIONS



## COMMUNICATION ESSENTIALS



Listen to Learn



Inquire for Insight



Tell Your Truth



Express Confidence

### WHO SHOULD ATTEND?

New managers ready to learn the basics of leading others

Established managers and supervisors looking to improve essential management skills

Emerging leaders who want to meet their full potential

## PROVEN FORMULA TO BUILD SUCCESSFUL MANAGERS

Implement Blanchard Management Essentials in your organization as a six-hour face-to-face workshop (including lunch and breaks) or as three two-hour virtual sessions. Both designs include pre-workshop activities and engaging participant materials, videos, and learning activities that teach participants the following key concepts:

- **Manager Mindset** – the mindset required to be effective at managing
- **Four Core Conversations** – a highly effective framework for understanding the conversations needed to manage people and performance: Goal Setting, Praising, Redirecting, and Wrapping Up
- **Communication Essentials** – the key skills needed to boost relationships and work well with others based on our time-tested coaching model, LITE: Listen, Inquire, Tell *Your Truth*, Express Confidence

After the workshop, participants take the Blanchard Management Essentials Challenge, which includes reinforcement tools for practicing the new skills. They also have access to workshop videos and worksheets through the learner portal for a full year.

When your managers have the skills they need, they form better connections and bring out the best in their people. Blanchard Management Essentials will give your managers the fundamental skills for building positive relationships that drive engagement and productivity.

### READY TO GET STARTED?

Three easy steps to launching Blanchard Management Essentials:

1. Decide – we'll help you decide who gets the training
2. Prepare – we'll help you order materials and prepare the facilitator
3. Deliver – we'll help you deliver transformative training at your company

Contact [davita@Da-Ni-Co.com](mailto:davita@Da-Ni-Co.com)  
or call 301.848.0305 to get started

