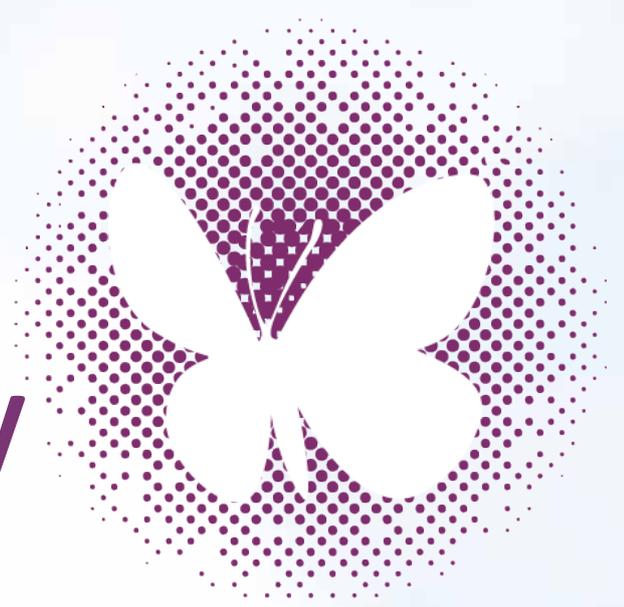


The Cultural Change Company



**We invite you to be curious and explore with us:
'Conscious Change Leadership Certification'**

Conscious Change Leadership Certification is a CMI Recognised Change Leadership Training Programme

Conscious Leadership

'Conscious Change Leadership Certification' is a social development toolkit that works with the 'inter' and 'intrapersonal' skills that produce excellent Change Leaders in organisations. 'Conscious Change Leadership Certification' builds excellent soft leadership skills. 'Conscious Change Leadership Certification' offers clients a Chartered Management Institute (CMI) Recognised Programme.

CMI Endorsement

As you will be undertaking a CMI Recognised Programme when you graduate you will receive a certificate of achievement from The Chartered Management Institute. CMI recognition is an exemplary way to show that you have completed a training programme benchmarked against Management training quality modelled by the 'National Occupational Standards'.

Affiliate Membership of CMI

When you graduate, you will receive automatic Affiliate Membership of CMI for one year. Members receive substantial added value, including industry leading publications, access to a complete record of learning and CPD, networking opportunities at CMI events, a vibrant online community, webinars and the professional recognition gained with membership of the professional body for managers and leaders, that demonstrates your skills to the world.

Access to CMI Management Direct

With Management Direct you will have access to unparalleled online resources compiling all that CMI know from over 60 years of management thought leadership.



Your Principal Trainer

Dr David Potter

Having studied the craft of leading successful change alongside global thought leaders David has developed this cutting edge programme to enable outstanding change leadership results.

David is a highly experienced Corporate Change Leader who also teaches Change Management across several leading UK Business Schools such as St Andrews University, University of Strathclyde and the University of Glasgow on Honours and Master's Degree Management Programmes.

David holds both an Executive MBA and a PhD in Behavioural Dynamics in Organisations. David qualified as a Master Trainer under the leadership of Robert Dilts, a significant co-developer of the global NLP movement, at University of California NLP Santa Cruz California.

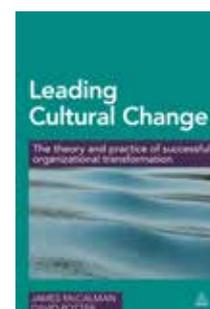
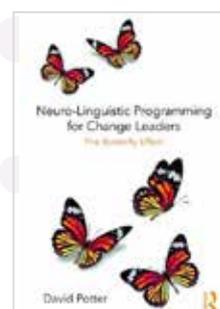
An established author and practitioner in the related field of change management, leadership and specialising in cultural change strategies, David will make available cutting edge thinking and methods connected to practical change leadership situations.



David congratulating Naina Aggarwal MBA succeeding as a NLP Support Coach

Recent Publications

With Professor James McCalman, Head of the Centre for Strategy and Leadership at the University of Portsmouth, formerly MD of Sotheby's Institute of Art, David co-authored 'Leading Cultural Change: The Theory and Practice of Successful Organizational Transformation'. David also authored 'Neuro Linguistic Programming for Change Leaders;' addressing the soft leadership skills required to engage with stakeholders during cultural change.



Why should I invest in this programme?

This exciting course is designed for managers delivering Change/Project Management initiatives in their organisations. Delegates will develop their 'Soft Skills' that will significantly enhance their Change Leadership capacities. This course is based upon innovative NLP techniques known as "Third Generation NLP" rooted in the creative melting pot of Silicon Valley California.

This imaginative and unique Change Leadership programme will enable you to inspire and engage with your teams by fine tuning the 'Soft Leadership' skills essential in today's fast moving business environment. The methods you will master will support you to deliver greater communication skills, stakeholder engagement and personal influence. This will lead to greater success as a Change Leader and the delivery of higher levels of performance in your organisation.

Learning Outcomes

'Conscious Change Leadership Certification' will show you how to:

- Create a far more effective organisation through the personal development of leadership capabilities
- Build upon your relationship management capabilities
- Lead change management situations with both impact and influence
- Develop totally enhanced communication and influencing skills
- Manage and access, at will, high performance emotional and mental states
- Work with cutting edge change management methods
- Build a climate of collaboration and trust
- Increase your range of presentation skills
- Broaden your knowledge of and skills at rapport building techniques



Wider Context

Conscious Leadership adopts the premise that we all have the resources we need inside of us to generate leadership capabilities and successful organisational change. Conscious Leadership enables you to make transformational improvements in your ability to:

- Build excellent rapport with individuals and teams
- Create supportive change networks
- Model trusting collaborative relationships
- Widen your leadership choices
- Communicate with confidence and impact
- Master your 'Inner Game'
- Work with resistance effectively
- Develop behavioural and emotional flexibility
- Manage productive meetings
- Present your case convincingly
- Manage challenging thinking styles
- Build an atmosphere of trust
- Build stakeholder commitment

Modelling Excellence

This course is built upon the principles of 'Modelling Excellence'. Through intensive study of cutting-edge research and practice we have designed strategies that can generate a high standard of conscious leadership. These strategies have been grouped under five core modules that will provide the learning framework for this life changing course.

Building a Model of Rapport

Rapport is the glue that binds relationships together. In the absence of rapport teams simply don't function effectively and leadership remains highly problematic. This module will enable participants to:

1. Understand the principles of rapport
2. Understand the elements of the conscious leadership rapport building model
3. Apply effective rapport building strategies

Building a Model of Resourceful States

Central to conscious leadership are emotional and social intelligence skill sets. The ability to reflect upon our emotional, behavioural and cognitive states is a hall mark of a conscious leader. This module will enable participants to:

1. Understand the principles of state management
2. Understand the practical elements of state management
3. Apply effective state management strategies





Building a Model of Communication

This module will introduce participants to a model of communication practice that when implemented daily will significantly improve their communication results as conscious leaders. This module will enable participants to:

1. Understand the principles of conscious leadership communication
2. Understand the elements conscious leadership communication
3. Apply effective conscious leadership communication strategies

Building a Model of Psychological Safety

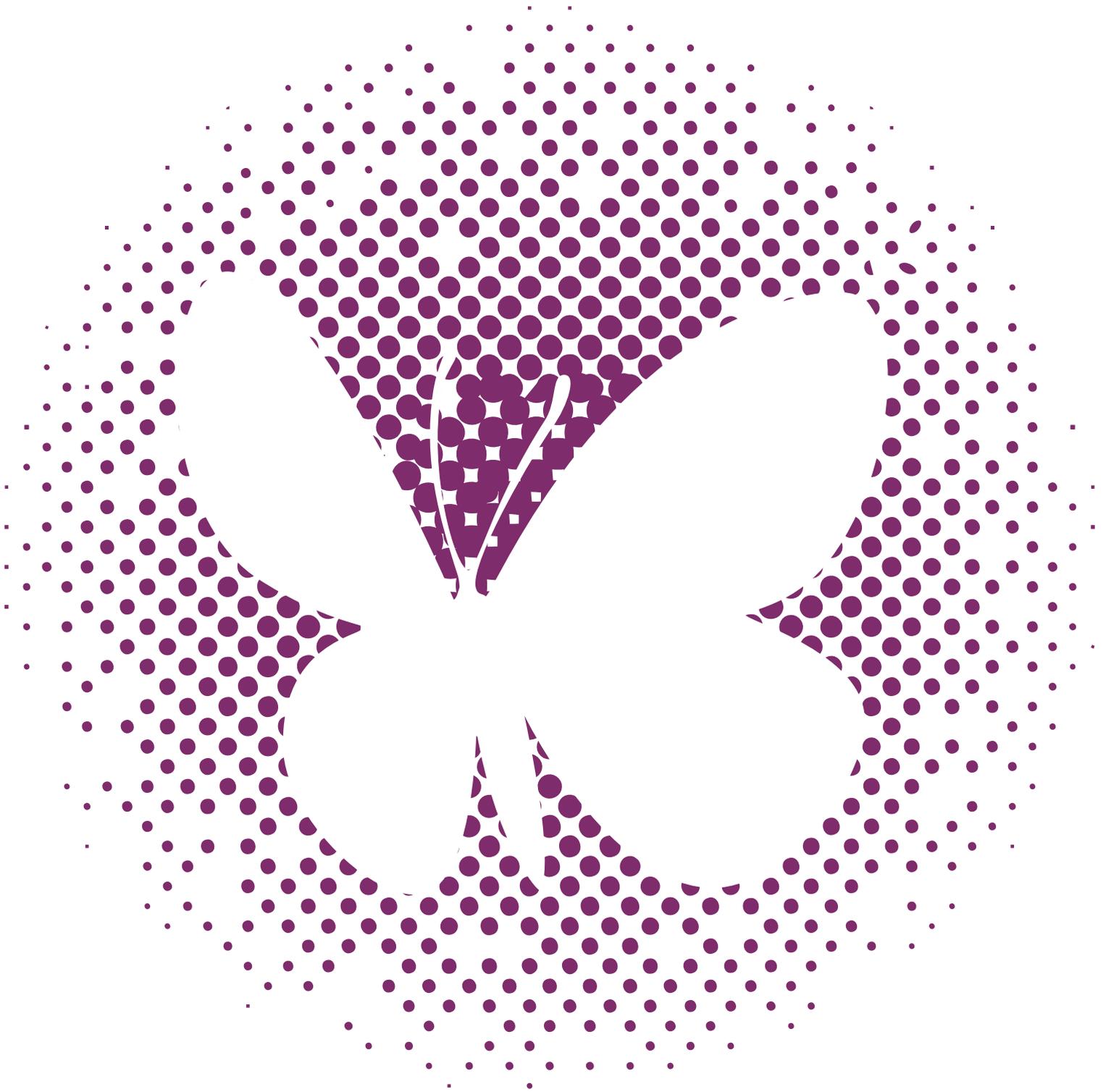
The ability to create a field of psychological safety in groups is a major conscious leadership competence. This is a result that should not be left to chance. This module will enable participants to:

1. Understand the principles of psychological safety
2. Understand the elements involved in structuring psychological safety
3. Apply effective conscious leadership strategies to create psychological safety

Building a Model of Coaching

Coaching is widely recognised as one of the premier skills that organisations will need in their leadership teams especially over the next 10 to 20 years. This module will enable participants to:

1. Understand the principles of generative coaching
2. Understand the elements of a conscious leadership coaching model
3. Apply effective conscious leadership coaching strategies



We invite you to be curious

For more information, visit www.culturalchange.co.uk, where you can view our media gallery, training products and client case studies, or you may email david.potter@culturalchange.co.uk.

