

adding value to MBA & post-graduate students in universities and business schools

Niall Foster, Sterling Development's Managing Partner, works with executive MBA and post-graduate students at Edinburgh University Business School, the London School of Business and Finance, the Baltic Management Institute (Vilnius), Kyiv National Economic University and in centres of learning throughout the Middle East (Qatar Foundation) and Africa (Interlink College, Nigeria).

Niall helps students to learn the language of business and to proactively influence and motivate their managers, colleagues, staff and internal/external clients. His mission is to show how students can **consciously and proactively** influence their business environment to deliver win-win outcomes, achieve the results they want and motivate stakeholders.

Niall brings a new evolution in personal beliefs and identity. This methodology finds its origins in a broad version of the Palo Alto School of Communication and theorists including Fons Trompenaars, Marshall Rosenberg and Peter Senge. Understanding new behavioural skills creates new attitudes, beliefs and actions. His approach impacts cognitive processes, such as, personal information processing abilities including perception, learning, remembering, judging and problem-solving.

Students Will Learn the Components of Effective Leader-Managers:



1. Find purpose

Learn how to communicate the journey your business is taking, inspire your people to follow you and fully realise the impact you, as a leader, have on others.



2. Empower others

Add value by empowering those around you to succeed and perform to the best of their ability. Practise both leading and being led, so you can identify what makes an effective leader-manager.



3. Enable change

Develop the skills to transform and influence organisations. Understand the culture and mindset of a business and know how to implement sustainable change.



4. Influence effectively

Apply proven skills to enhance your influence and personal impact. Learn how to win support for your ideas and create a collaborative, supportive environment, with all decision makers.



5. Build teams

A key part of being an effective leader-manager is knowing how to build and lead a strong team. Explore optimal team structures and how to successfully lead both teams and individuals.

Sample Programmes

1. Job Hunting & Interviews

Once you have a sense of the job to look for this programme provides you with the skills necessary to secure a position. How to prepare your CV? How to optimise your online presence? How to search for jobs and use personal networks to access the hidden job market? How to write cover letters, handle psychometric testing and interviews successfully?

2. Leadership Essentials

Develop your leadership skills and lead by getting the best from an organisation's most important asset: its people. If you ask managers what they find most difficult and challenging in their job, the most common and honest reply is 'people'. Success increasingly depends on your ability to get people to follow you, not because they must, but because they want to.

3. Transition into General Management

Become a leader of tomorrow, today. Gain the practical skills, knowledge and confidence to make the transition to business leader. Go on a significant professional and personal journey that challenges you to think about how you see yourself as a leader and gives you the tools to inspire teams and contribute to your organisation's strategic goals.

4. Being a Senior Executive

To be a successful senior executive, you manage strategic priorities, develop and lead effective teams and establish sustained competitive advantage. In the face of increasing uncertainty, the half-life of a successful strategy is declining. This course equips you with the tools to drive change and create the future for yourself and your organisation - today.

4. Value Creation

Bridge the gap between strategy and innovation and give your organisation a competitive edge. Discover ground-breaking and creative new approaches for value creation. In an increasingly unpredictable environment, businesses need to look beyond the traditional and find new ways to stay ahead.

5. Influence & Negotiation

Develop your negotiation skills – the key to success whether you want to get the best from your employees, drive great bargains or create value-adding strategic partnerships. Drawing on the latest research and practical techniques you hone your ability to analyse, plan and manage negotiation outcomes successfully. Your confidence and capabilities grow as you are better equipped to resolve conflict, strengthen relationships and face a broader range of negotiating situations.

6. Strategic Planning

In a turbulent business environment that's characterised by instability and change, many companies struggle to translate strategy into results. What are the latest tools, techniques and a practical framework for successfully executing strategy in today's fast changing world?

7. Leading Change with Resilience

How resilient are you to handle the future? Change is a fundamental part of today's business world. To be successful – and stay successful – every organisation must know how to adapt, innovate and evolve. Explore the pillars that will significantly enhance your leadership capabilities by building collaborative capacity, disrupting with new perspectives, asking great questions and engaging with meaning. Immerse yourself in cutting-edge business thinking and learn from acclaimed practitioners.

8. Innovation and Creativity

Harness the true value of innovation and create an environment where new ideas, products, services and ways of working are encouraged and supported. Organisations need to innovate continuously in a global economy, characterised by relentless change and ferocious competition. Making Innovation and Creativity Happen examines the fundamentals of innovation in practice, from idea generation to execution.

9. HR & Personnel Management

Put people at the heart of your organisation. Your organisation thrives when there is a compelling alignment between business strategy and the context you create for your people. Prepare to strengthen that alignment, drive strategic change and enhance organisational performance on this stimulating programme. Use the latest global business insights and advanced knowledge to effect significant, beneficial change.

10. Personal Brand Management

Being visible and influencing your entire business environment rather than being controlled by it. Build your personal brand and create increased confidence in your own ability through targeted and skilful stakeholder management. This programme gives an end-to-end understanding of the mantra of personal brand management and your ability to influence those around you.

11. Building Trust and Motivation (In a Post-Trust World)

Create increased employee proactivity and pride. This programme gives you an end-to-end understanding of the process of managing personnel and the ability to align employees with your organisational vision and strategies. Thus, you will identify the skills employees expect from their managers, the most productive forms of motivation and which qualities determine our success as managers.

12. Customer Service

Learn how to put customer value at the heart of your strategy. Ensure that every part of your organisation makes each customer's purchasing and brand loyalty decision an easy one. Learn the latest insights into customer service dynamics, strategies and the tools to understand your customers' needs, wishes and challenges.

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