



# THE CONFIDENT MANAGER

## Being a good manager can be hard

Management is a critical, pivotal role in every business. Yet over 80% of managers don't receive any training when they're promoted into the role!\*

Whether managing one colleague, a team, the business, or managing challenging clients and difficult suppliers, it's as though managers are automatically expected to know what to do despite, all too often, no one telling them what's required or how to do it!

The Confident Manager is the training every manager deserves.

It will equip you with the tools and strategies every manager should know to help lead and inspire their team

## So what does a confident manager look like?

Confident managers aren't afraid to have the difficult conversations needed to tackle small issues before they become big problems.

They build positive work environments that are shaped by the needs of their team. And they adapt their communication styles to connect with each individual.

The Confident Manager training programme transforms hesitant, apprehensive, uncertain managers into skilled, effective, assured managers and leaders. At all levels.

## What does the training cover?

The programme is made up of two, half day (09:00 – 13:00), face-to-face sessions, delivered over consecutive weeks on Wednesday 13 and Wednesday 20 November at Temple Studios in central Bristol. The full programme is detailed overleaf.

The cost of the programme is £435.00 per delegate with no VAT as I am not VAT registered. This price covers both sessions. Spaces are limited to just 12 delegates.

The two half day sessions like this minimise disruption to the working day, whilst maximising the learning benefits gained from the training.

It's delivered by Alan Mead, previously with Bray Leino and an award winning trainer (4 IPA CPD Gold & 3 IPA Platinum Awards) with over 30 years' experience working in Agencies, gained at all levels, from AE to Board Director.

*"I think your training has been brilliant, very different to other training where I feel like I just have acronyms regurgitated at me. I'd really recommend it!"*

**Nicola Sutherland – Account Director, Modern B2B, Bristol**

**Alan Mead**  
Coach|Trainer

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## Session 1 – Communication & Feedback

*Boosting understanding within teams, enhancing collaboration and speaking each other's language.*

By the end of this session, delegates will be better able to...

- Improve consistency, clarity & understanding in their verbal & non-verbal communication
- Actively listen to team members, hearing their words *and* their underlying message
- Analyse communications objectively to avoid possible bias
- Ask the right questions to generate the highest quality answers
- Receive and learn from feedback, taking action to continually adapt and improve
- Deliver valuable feedback to help individuals perform to the best of their ability

*"I found it to be brilliant - I went on the training just as I became a new manager, so it was helpful in supporting me to be the best listener I could be. I was expecting it to be useful, but I was surprised and impressed by how many opportunities there were to practice each technique through simulated activities as well as the chance to share with other colleagues."*

**Gabi McGuinness, Senior Account Manager, We Are Futures, London**

## Session 2 – Situational Management, Building Trust, & Delegation

*Managing teams by leading, guiding, and empowering individuals to achieve their best.*

By the end of this session, delegates will be better able to...

- Differentiate between management and leadership, mixing both to support teams and the business
- Manage at task, team, and individual level as needed, to drive the best results
- Adapt and adjust communication styles to support each individual's specific needs
- Build trust to create a safe team environment where everyone feels empowered
- Get the most value out of workplace meetings, and utilise actionable insight
- Delegate to promote independence, and avoid micromanagement
- Balance efficiency and effectiveness to work smartly and squeeze the most possible value out of each and every opportunity

*"A really fun, engaging and interactive course. That has provided me with new strategies and mechanisms I can implement straight away for immediate change. I'd recommend this course for any manager or aspiring manager. Thanks Alan!"*

**Gina Ince, Senior Marketing Services Manager, Troy UK, Barnstaple**

To book, or for more details, please get in touch. My details are below.

\*Taking Responsibility – Why UK PLC needs better managers" was published in October 2023 by the Chartered Management Institute (CMI)

**AlanMead**  
Coach|Trainer

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