



## Maximum Management & Leadership

**Maximum Management & Leadership** is a comprehensive program for directors, managers and supervisors. The session introduces and discusses the necessity of implementing a consistent and dynamic management system to create a high performance team. It offers proven and effective methods to ensure managers are focusing on the key elements that produce long-term business profitability.

**Maximum Management & Leadership** includes a study of the six interactive elements of a dynamic management system, as well as focuses on the critical role of successfully managing the present, while creating the future.

**Maximum Management & Leadership** is highly recommended for management teams that are embarking on change or are looking to enhance current results. This program is ideal for newly appointed managers, current managers who want to enhance their skills, mid-level and senior managers who need a resource guide to coach others, as well as experienced managers who want a "refresher" as they change management assignments.

### Key Topics

#### Hiring & Recruiting

- ★ Preparing for the Interview
- ★ The Rule of "3" in Interviewing
- ★ Comprehensive Interviewing Kit

#### Accountability & Setting Expectations

- ★ Aligning Job Descriptions & Standards of Performance with Expectations
- ★ Managing Performance
- ★ Comprehensive Sales Strategy Tools

#### Training

- ★ Setting up a Learning Library
- ★ Creating a Learning Environment
- ★ Incorporating an Ongoing Training System

#### Tracking

- ★ Ongoing Opportunity Management
- ★ Determining and Measuring Success
- ★ Establishing Benchmarks for Learning
- ★ Incorporating Numbers in Daily Coaching
- ★ Becoming a Strategic Partner

#### Coaching for Success / Effective Feedback

- ★ Effective In-field Coaching
- ★ "CPR" for Challenging Discussions
- ★ Strategic Coaching Meetings
- ★ Effective Methods to Altering Performance
- ★ Delivering Meaningful Performance Reviews

#### Rewards & Recognition / Motivating Teams

- ★ Aligning Commission Structures
- ★ Developing a Recognition Strategy
- ★ Principles of Praising

## Effective Hiring & Recruiting

In this highly interactive discussion, participants identify, prioritize and calibrate high performance criteria necessary in recruiting, hiring, placing and retaining personnel. This segment provides participants ongoing recruiting techniques so they are prepared to quickly fill an open position with the most qualified candidate. Participants are provided specialized interviewing forms, which include behavioral interviewing questions, as well as a proven interview process to select the candidates who are most likely to succeed.

## Accountability & Setting Expectations

This module includes the importance of setting expectations and benchmarks as a basis for managing performance. It provides techniques to break employee dependency, build respect and rapport, as well as methods to incorporating delegation as a learning tool. In addition, a major focus of this segment is managing the sales and prospecting process, incorporating strategic meetings and coaching sessions based on an overall performance plan. Participants leave with examples, guidelines and coaching tools to immediately begin "raising the bar" of performance and improving their company's bottom line.

## Training

Exceptional managers know the importance of building a learning environment within their organization, as well as the positive impact of ongoing training and development. This segment discusses various training options, and how to establish internally driven sessions to complement and enrich externally driven programs.

## Coaching for Success/Effective Feedback

This interactive module will help participants enhance their mentoring, coaching and feedback skills. It provides techniques to discuss acceptable performance standards and how to address individuals not producing results. Participants learn new methods of recognizing and resolving conflict, and redirecting misguided individuals toward positive outcomes.

## Rewards & Recognition/Motivating Teams

This discussion is designed to instruct managers in defining, maintaining and rewarding positive activities, as well as inspiring positive morale and enthusiasm into their organization. Managers learn methods of recognizing individuals and teams for their accomplishments through verbal and material rewards, as well as how to involve, engage and challenge people in their work.

## Optional Segment

### *Coaching to Behavioral Styles ~ Using DISC Analysis*

People are unique and must be managed, motivated and supported in a way that capitalizes on their individual behavioral styles. The DISC analysis is a reference tool that provides managers guidance in developing action plans to increase productivity and overall organizational effectiveness.

This interesting and informative segment provides managers an opportunity to discover their individual style and uncover areas of strength, as well as potential limitations that could interfere with their leadership effectiveness. In addition, they learn techniques to reduce areas of tension and conflict, as well as methods to increase motivation, teamwork and sales effectiveness.



# MAX Management & Leadership Program Overview / Materials

## ☆ Program Materials:

- ★ 125 Page Media-Specific Management Program
- ★ Numerous Handouts
- ★ Recommended New Business Development Contest

*The below are provided electronically, as well as hard copy.*

- ★ Interviewing kit with 30 questions, as well as candidate evaluation form.
- ★ Numerous Case Studies
- ★ 25 Page New Employee Program, includes learning modules, overview of how a newspaper is produced and departmental visit check lists.
- ★ In-field Coaching Forms
- ★ Numerous Communication Examples
- ★ Self-study Questions
- ★ Monthly Action Plan (MAP) Report
- ★ Peak Selling Months by Category
- ★ Prospect Tracking Forms
- ★ Client Tracking Form

### ☆ ProMax Definition of Sales Management:

Sales Management is assuring businesses receive expert consultation, superior service and advertising results by creating and maintaining a well defined, disciplined and motivated sales culture designed to maximize the potential of salespeople and market opportunities.

### ☆ ProMax prides itself in the most comprehensive, media-specific and up-to-date materials available.

ProMax believes participants should be engaged in discussion and practice exercises and not rapidly taking notes throughout the program. ProMax paragraph-written materials are used in the session, and are a vital reference following the program.

## ☆ Program Overview ~ 8AM-5PM Each Day:

Day 1	Day 2	Day 3
Understanding Roles & Responsibilities	Creating and Maintaining a Learning Environment	Providing Meaningful Feedback
Successful Management Practices	Setting Performance Levels & Tracking Execution	Strategic Coaching Meetings
Activating a Management System Instead of Focusing on "Putting Out Fires," and "Babysitting" Projects and People.	Opportunity Management at the Leadership and Sales Level	Successful In-field Coaching
Implementing a Hiring & Recruiting Process focusing on New Business Development	Incorporating Numbers in Daily Coaching	Leading Challenging Discussions
Setting Expectations & Implementing an Accountability System	*Optional: Coaching to Behavior Styles	Strategic Coaching Meetings
		Effective Methods to Altering Performance
		Numerous Practice Exercises