

SEMINARS

Our 1-day intensive seminars are designed to give the participants insights into leading managerial theories and practices. Seminars are held in Croatian and English language, and can serve as the basis for the tailor made seminars, specially designed for the individual purposes of Your company.

LEADERSHIP

Managers are people who do things right, while leaders are people who do the right thing. - Warren Bennis, "On Becoming a Leader"

In today's complex business world, a good leadership becomes a crucial component of success. For more than 60 years now, both leadership theory and practice are trying to explain what good leadership is. However, the only definition which unites majority of the experts states the following:

1. Leadership is a complex phenomenon that includes exercising the influence and power in organization over different set of people, processes and situations.
2. Good leaders are not born but made, through experience and self management (continuous education and self-insights)
3. Being a good manager is not the same as being a good leader. Manager does the task, leader creates it. Manager lights the fire underneath employees' feet, leader lights the fire in their hearts.

The purpose of this 1-day intensive seminar is to guide the participants through the complexity of leadership on a simple and practical way. Inspired by the leading examples from the global business scene, we will introduce our participants to the following topics:

- effective leadership that produces breakthroughs in productivity and effectiveness throughout an organization
- motivation and inspiration of others
- self-management
- teambuilding
- change management

The leadership seminar is an introduction into modular leadership trainings, that provides in-depth knowledge of the topics stated above.

After the seminar, each participant can choose a modul which he/she thinks is most suitable for the purposes of his/her company. Additionally, modular trainings can be adjusted to the particular individual needs of every company.

The seminar is designed for top and middle management, entrepreneurs and other professionals who want to improve their leadership skills.

ORGANISATIONAL LEARNING - FASHION OR NECESSITY IN THE 21ST CENTURY BUSINESS?

For over 15 years now, organisational learning is an important topic, both in business teaching and practice. Everyone is aware that continuous improvement via learning represents crucial point in the development of core competencies, making the seminars on organisational learning and his "Big Brother" knowledge management sprouting up all over.

Leading consulting businesses and business schools are loading companies with near mystical definitions of learning organisations as places "where people continually expand their capacity to create the results they truly desire, where new and expansive patterns of thinking are nurtured, where collective aspiration is set free and where people are continually learning how to learn together." Peter Senge (1990): "The Fifth Discipline", NY: Doubleday, p.1

However, such reverential and utopian ideas have shown as a hard framework for practical action. What companies miss, as the scholar David A. Garvin states are the "gritty details of practice". Many of the companies are effective at creating and gaining new knowledge (ex. Balanced Scorecard, Total Quality Management), however the number goes down on the companies successful in applying that knowledge to their particular activities. Even business schools that teach such knowledge are failing the test of implementation.

Nevertheless, there are companies that we can consider champions of translating new knowledge into strategic and operational behavior. Some of the examples are: Xerox, Honda, GE. Why and how do some companies succeed in implementing new knowledge?

The answer to that and many other relevant questions is given in our organisational learning seminar. Inspired by the examples of those champions at translating new knowledge into practice, we would like to show you ways in which continuous improvement can represent a crucial core competency.

The seminar is designed for top and middle management, entrepreneurs and everybody who considers knowledge as the investment in the future and not just cost item in the current P&L statement.

CHANGE MANAGEMENT

Even when top management gets an organization of to a good start, there are no guarantees that the success will continue. Managerial techniques leading to success in the past will not necessarily lead to success in the future. The question remains whether experience from the past represents a good teacher of the future. There are no guarantees because the future is insecure, hard to predict and constantly changing.

The crucial factor in such ever-changing environment becomes the organisational readiness to change in order to respond effectively to the demands around them. The management challenge is not only to attain strategic and operational goals but also to sustain that level of success over time.

This seminar represents an introduction to the change management topic. Using the mixture of both business theory and practice, participants will learn the crucial factors leading to change, ways that companies react or do not react when faced with change and corporate reorganizations as a product of change.

The seminar is designed for middle and top management, operating in the ever-changing business environment, demanding of them swift reaction and adjustment.