

The Impact of a Senior Manager

The progression from middle to senior management is often described as a leap rather than a step. While this metaphor generally refers to the difference in business skills needed to perform at a higher level, it is equally important that a senior manager projects a suitably “executive” image. This course will help senior managers identify their own weakness as perceived by others and provide them with ways to project a more positive and professional image.

By the end of the course delegates will be able to:

- understand the importance of projecting a professional image
- identify individual areas for improvement and act on these
- understand how others' expectations increase with their new role and responsibilities
- present themselves at their best, particularly when under stress

The course includes:

- body language
- importance of perceptions

- self evaluation of image
- solutions for image problems/building self esteem
- long term goals/future aspirations

This course is suitable for senior managers who have been promoted recently or who are aware of the need to improve the way they are perceived.

Duration: 2 days



The Island Partnership

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