



MWI MANAGEMENT AND LEADERSHIP ACADEMY

Programs & Curriculum

Build a high performance team
by effectively leading,
coaching, and developing
greatness in others.





A R E C E N T S T U D Y S H O W E D

Sales professionals feel that their current organizational sales structure is inadequate. The issues most often cited were too many sales professionals per sales manager and not enough “deal coaching.” Organizations need to assess their structure, develop an appropriate ratio of sales management to field sales reps, develop coaching cadence, and make sure sales managers have the skills to provide both development coaching, as well as deal and presentation coaching.

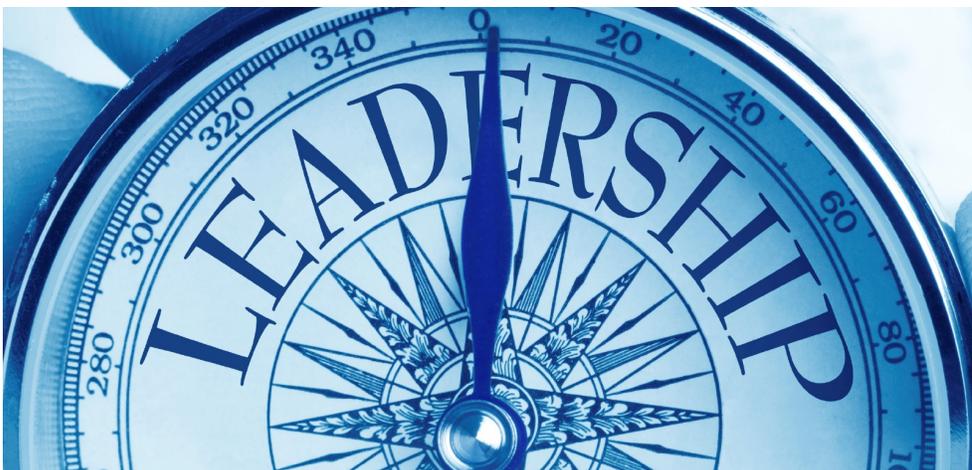
Our management curriculum focuses on the importance of understanding psychometrics: how everyone is wired and what motivates vs. demotivates team members. We cover the following areas: The Leadership Role, The Management Role, Management Assessment Results, Benchmark Metrics, Recruiting / Retention—Building a High—Performance Team, and Create a Winning Synergy. Learn how to put a proven process in place that will pull greatness out of your people and thrive as an organization.

WHO SHOULD ATTEND?

- SALES MANAGERS
- VP/DIRECTORS OF SALES
- GENERAL MANAGERS
- OWNERS

HOW LONG IS THE INITIAL CLASS?

- 2 1/2 DAYS *(In Person)*



HOW LONG ARE THE MONTHLY PRIVATE COACHING SESSIONS?

- 1 HOUR



TOPICS COVERED CONTINUED

RECRUITING AND RETENTION

- Discuss where to find quality candidates.
- Learn how to differentiate your company.
- Understand the differences between generations.
- Explore frequency of recruiting process.
- Understand an effective interview process.
- Discuss effective interview questions.
- Discuss key items to include in a “Retention Plan.”
- Learn the 7 signs of employee dissatisfaction.

WINNING SYNERGY

- Discuss the importance of a winning culture.
- Define characteristics of a winning team.
- Explore what having a “winning synergy” can do for you.



WHAT PARTICIPANTS WILL RECEIVE:

- Management & Leadership Intensive Playbook
- 27 Page Comprehensive Management Assessment Analysis
- Direct Report Decoder
- Strategic Planning & Coaching Field Application Toolkit
- Step by Step Development Guide for Understanding & Managing Direct Reports
- Guide for Effective Conflict Resolution
- Performance Improvement Plan
- Managers Long Term Strategic Planning
- VIDEO Hands on Real Life Implementation of Tools
- Coaching Access to Melissa D. Whitaker
- Copy of Melissa D. Whitaker’s Best Selling book “*Beat the Curve*”

