



# Leadership.FM

With Steven Sonsino

How to inspire your people  
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FOR IMMEDIATE RELEASE

## Wanted: 12 Ambitious Managers To Take Free Leadership Mentoring Programme

**Up to 12 ambitious managers from anywhere in the world will be offered free places on an innovative new online leadership mentoring programme launched by business school professor Steven Sonsino. The programme starts in November 2006 so ambitious managers should apply now for their free place.**

London, UK (PRWEB) September 21, 2006 -- Up to 12 ambitious managers from anywhere in the world will be offered free places on an innovative new online leadership mentoring programme launched by business school professor Steven Sonsino.

Managers and leaders who wish to be considered for a free place should apply as soon as possible at <http://www.leadership.fm/apply.html>.

'My new Leadership Mentoring Programme is especially for ambitious managers,' says Steven Sonsino, 'ambitious managers who know they have a great deal to offer, but who feel they are being held back in their leadership career. This intensive six-week leadership development programme is designed to help them take their leadership career to the next level.'

As well as attending the Leadership Mentoring Programme for free, the 12 ambitious managers Sonsino selects will stay in close touch with him for 90 days after the programme. 'I want to ensure the participants are applying everything they learn as accurately as possible and with maximum impact.'

In addition to offering the 12 free places on the programme, Sonsino will use the success stories from the ambitious managers in his subsequent leadership research. 'I will use the programme to support my research into leadership reputation and brand. So these early applicants will need to be courageous as well as ambitious. They will be pioneers of a completely new way of developing their leadership career.'

The Leadership Mentoring Programme will run at no cost just once for the 12 managers selected, starting in November 2006. The programme officially launches in spring 2007 with an expected retail price of £2,475 (GB pounds).

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## **WHO WILL BENEFIT FROM THE LEADERSHIP MENTORING PROGRAMME?**

'There are many excellent managers in companies all over the world,' says Sonsino, 'but they just don't have the luxury of being able to attend a world-class business school and getting world-class leadership development.' This programme is for them, he says.

Sonsino normally runs classroom-based programmes for senior managers at London Business School, the European School of Management and Technology and at Escola de Gestão do Porto in Portugal.

Now, however, through the Leadership Mentoring Programme, anyone with access to a PC and a telephone can take their leadership career to the next level, he says.

Your location is not important, adds Sonsino, nor the size or style of company you work in.

'It doesn't matter if you work in a large firm or a small firm, in the private or public sector, in the northern or southern hemisphere. Wherever you work I want to hear from you,' says Sonsino. 'What's most important is that you have the ambition and motivation to do even better in your leadership career.'

Sonsino urges managers to apply now for their free place on the programme. 'I need to hear from you soon - there is a good deal of interest in this programme, and from all over the world.'

## **WHAT WILL THE LEADERSHIP MENTORING PROGRAMME ACHIEVE FOR AMBITIOUS MANAGERS?**

Steven Sonsino's Leadership Mentoring Programme offers managers a systematic approach to boosting their leadership success and enhancing their personal leadership reputation. He does this by helping them to develop their personal leadership skills to a remarkable level.

Sonsino achieves this by building on his work over the last ten years with companies around the world. Sonsino has specialised in helping people to improve their leadership reputation through enhancing their personal communication skills and through building their leadership brand.

'I'll be applying the results of my research into successful leaders and helping the participants to take their own careers to the next level,' says Sonsino.

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## **WHEN DOES THE LEADERSHIP MENTORING PROGRAMME RUN?**

The free leadership development programme takes place over six weeks in November and December 2006 and managers can complete the programme sitting at their PC or telephone.

'I've been developing the Leadership Mentoring Programme over the past five years and I've honed it down to the shortest and the most intensive I can make it over a six week period. So if you can spare between 2 and 4 hours a week for six weeks in November and December of this year then I want you to apply for one of the 12 places,' says Sonsino.

Managers can only apply online at <http://www.leadership.fm/apply.html>.

Sonsino will telephone as many potential candidates as he can over the coming weeks and interview them for places on the programme. Places will be allocated as soon as successful candidates have been selected, he says. 'Managers should apply now,' says Sonsino, 'because I fully expect all the places to be allocated very soon.'

## **HOW CAN AMBITIOUS MANAGERS APPLY FOR THE PROGRAMME?**

To apply for one of the 12 free places on the programme managers must answer two simple questions on the Leadership.FM website:

1) How will you benefit from the programme? 'If you're applying then I need to know why I should offer you a place on this programme and not someone else,' says Sonsino. 'Can I be sure you'll see this through?'

2) What are the biggest three personal challenges that you face as a leader? 'I really want to know what are the personal challenges facing you. I don't want to hear what challenges you think you OUGHT to have, or the 3 challenges that Harvard Business Review thinks you OUGHT to have.'

This information will help Sonsino to choose who he thinks will most benefit from the Leadership Mentoring Programme.

It will help him to make sure that the group of 12 will fit well together. 'Participants on the programme will also be learning from their colleagues on the programme - I'll involve as many brilliant ambitious managers as I can.'

Only 12 ambitious managers, from anywhere in the world, will be offered free places on this innovative online leadership development programme.

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Managers and leaders who wish to be considered for a free place should apply as soon as possible, says business school professor Steven Sonsino. You can apply at <http://www.leadership.fm/apply.html>.

'I look forward to working with you on taking your leadership career to the next level,' says Sonsino.

## ABOUT STEVEN SONSINO

Steven Sonsino is an award winning tutor, writer and business school professor teaching in London, Berlin and Lisbon. He specialises in two areas - leadership communication - or how you come across as a leader - and leadership brand - or how your reputation builds in the minds of your bosses, colleagues and competitors. He works with companies including Microsoft, HSBC and Sony Ericsson and has taught in London, Berlin, Hong Kong and New York.

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