

## BUILD LEADERS AT ALL LEVELS: NEW MANAGERS AS NEW LEADERS



### HIGHLIGHTS

#### → Dual Management and Leadership

**Focus:** Through skills-building and mind-set development, new managers become strong managers and leaders.

→ **Expert Content:** Leverages Harvard Business Publishing digital library, including *Harvard ManageMentor*®, simulations, articles, cases, and tools.

→ **On-the-Job Activities:** Predefined on-the-job activities align with content for immediate application of learning.

→ **Exceptional Learning Experience:** Blended approach lets participants organically embed learning into their regular workflows.

→ **Leading-Edge Delivery Platform:** Proprietary platform helps participants engage with the content and lets client administrators quickly report on the participant progress and identify where intervention may be required.

→ **Ongoing Learning:** When the formal program concludes, participants identify areas for further development and have access to self-paced learning.

### New Managers as New Leaders

In today's complex and fast-paced world, new managers—those closest to employees, customers, the competition, and the marketplace—are increasingly called upon to act not just as managers, but as leaders.

New first-line managers are important. They typically make up half of an organization's managerial ranks, supervise 80 percent of the workforce, and are central players in a company's strategy. Their job is difficult: resources are generally limited, employees often unengaged. But these new managers, increasingly millennials, are typically eager to take on new responsibility and challenges.

To tap into the potential of new managers, organizations must help them develop both a managerial skillset and a leadership mind-set. While many organizations focus on preparing new managers for the management basics, it is this shift in mind-set that is most critical to their success. In fact, the shift from individual contributor to manager can be one of the most critical transitions in a new manager's career.

Harvard Business Publishing's *New Leader Program* is a blended, cohort-based program that helps new managers make a successful transition to the managerial ranks while also honing their leadership potential. *New Leader* focuses on new managers' most critical development areas and is based on a straightforward learning approach—Learn-Apply-Reflect—designed to help new managers perform at the caliber they must be capable of if they're going to deliver the results their organizations require.

## PROGRAM ARCHITECTURE

The 5-module, 14-week program is designed to build both a management skillset and a leadership mind-set in new managers.



On average, participants are expected to make a time commitment of 1 to 2 hours each week throughout the program.

### BENEFITS TO YOUR ORGANIZATION

- **Apply On the job Immediately:** Each module includes activities requiring participants to take action on what they're learning.
- **Scale and Reach a Global Workforce:** Virtual delivery helps you easily scale the program and meet the needs of a global audience.
- **Promote Broad Strategic Alignment:** New managers will be aligned with your strategy and able to convey strategic intent to all employees.
- **Tap the Leadership Capacity of All New Managers:** The program enables you to develop the leadership capability of all new managers, not just those with executive potential.
- **Measurable Business Impacts:** Integrated assessments provide visibility into the behavioral changes managers undergo throughout the program and into their impact on the business.
- **Meet Needs of Millennials:** Engaging content, streamlined design, and focus on application meet this group's unique needs.

### LEARN MORE

**PHONE** 800-795-5200 (Outside the U.S. and Canada, call 617-783-7888)  
**EMAIL** corporate@harvardbusiness.org  
**MAIL** 60 Harvard Way, Boston, MA 02163  
**ONLINE** harvardbusiness.org

### PROGRAM KICKOFF

**STARTING THE JOURNEY** This webinar introduces the *New Leader Program*, and helps participants understand their new role and why it is so critical to their organization.

### PROGRAM MODULES

**DEVELOP A LEADER MIND-SET** This module is designed to develop the crucial manager mind-set and kick-start a participant's journey to becoming a great team manager and leader. It helps participants focus on making the transition into management and on developing a clear understanding of how they impact the company's business strategy.

**DEVELOP PERSONAL ADAPTABILITY** Before they can manage a team, new managers must internalize, assess, and develop their own personal managerial and leadership strategy. In this module, participants prepare for and practice the art of agile thinking and doing, especially when stress levels are high and time is precious. This module also focuses on the strategic importance of delegation.

**ACCELERATE TALENT DEVELOPMENT** Managers are only as successful as their team members. In this module, participants will learn when and how to give/receive constructive feedback to drive positive and actionable change using formal and informal coaching.

**DEVELOP HIGH-PERFORMING TEAMS** Managers depend on their team to work as a unit toward common goals. In this module, participants will learn how to drive exceptional team performance and foster team spirit by developing a clear vision.

**DRIVE EXECUTION** Managers must deliver results. In this module, participants learn how to accelerate the value of their team to the business. The module focuses on aligning team goals to the goals of the company and on making and implementing strategic decisions efficiently and effectively using proven frameworks and tools.

### PROGRAM WRAP-UP

**CONTINUE THE JOURNEY** Participants learn how to identify areas for development and where to find tools and resources to continue their management journey.