



Transition To Management

"I've been in the training industry for 20 years and I'm convinced this is the best program I've ever seen!"
 Yvon Dray, Director of Training for Operations, Alcatel, Mexico City.

Managers Who Lead

Employees produce quality and give excellent service when they are inspired to through effective leadership. Persona's Transition to Management program gives you a lifelong tool to develop effective leadership skills to introduce the dynamics to make new things happen in your organisation. The program will provide you with:

- **Understand how your social and communication styles affect your management style**
- **See how others perceive your style and how this affects them**
- **Skills to build trust in your communications with subordinates as a basis for teamwork and cooperation**
- **Capacity to deal effectively with relationship tensions and situations involving change**
- **A systematic approach to understanding, communicating with and managing others**
- **A proven leadership process to achieve positive outcomes with even the most difficult people**
- **A personal 'gameplan' for dealing effectively with subordinates, colleagues, clients and people in your life**
- **A lifetime set of tools for getting results.**

The Persuasive Communication program has been successfully used by over one million people worldwide and has been proven over the past 20 years to be one of the world's most effective communication skills training programs. It will equip you with the people and communication skills that are vital to success in both your work and personal life.

These new skills are easy to learn and immediately applicable to real-life work challenges. You will receive feedback on how business associates perceive your natural communication style, ability to project empathy, and level of interpersonal flexibility. We help you to understand your strengths in trust building, and more importantly, provide the skills to minimise or eliminate any weaknesses.

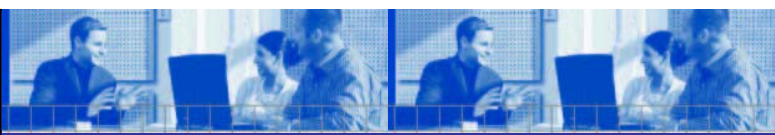
Key Features

- **360 Degree Feedback.** You select five people who know you well in your work life to complete a profile on how they perceive you as a communicator. This provides powerful self-knowledge and a platform to develop your skills during the program.
- **Unique Measures.** Unlike other tools, Persona's Personal Communicator provides valuable feedback on your empathy and flexibility levels which are key determinants of trust building.
- **Case Study Feature.** A special feature of the Persona program is that you apply your learnings immediately to a real-life situation. We will coach you, and help you to develop a practical plan for communicating more effectively with your chosen person.
- **Actionable.** Emphasis is on acquiring immediately useable, practical skills rather than learning theory.
- **Profiling Tools.** You take away tools that allow you to profile anyone you deal with and understand their needs.
- **Useful Take Home Materials.** Reports and Program materials provide you with complete feedback and information that you can refer to after the workshop.



CASE STUDY: Samsung Data Systems, Korea

- ▶ **Situation:** Samsung Data Systems, Korea, recognised the need to maintain and improve their competitiveness and productivity to sustain growth in the aggressive and innovative market of electronics manufacturing.
- ▶ **Course of Action:** Samsung engaged Persona's Korean partner to develop a program which included Persuading and Influencing Others to show managers how to coordinate more effectively in their workplaces.
- ▶ **Results:** Since implementing the Persona methodologies, Samsung Korea has been able to employ and maintain the highest percentage of internationally certified employees (89%). Employees reported being happier and Samsung reduced employee turnover by 50%. Sales and productivity are also continuously increasing.



"Leadership is the art of getting someone else to do something you want done because he wants to do it".
Dwight Eisenhower

Who Should Participate?

- Newly appointed managers and supervisors to enhance leadership and motivational skills
- People placed in a position of authority over former peers such as team leaders
- Leaders, managers and supervisors who want to be more effective
- Professionals who need to influence others
- Account Managers dealing with high value or complex client relationships
- Anyone who wants to communicate more effectively with others

Benefits

Outcomes of this program:

- Knowledge of your communication and leadership style as others perceive you
- Develop a systematic approach to understanding and managing others
- Improve co-operation, trust and communication effectiveness
- Identify individuals whose communication style differs from your own and understand how to respond to their varying needs
- Use different communication styles in leadership
- Respond to and turn around defensive behaviour
- Build empathy and interpersonal flexibility
- A new plan for dealing with colleagues you need to be effective with immediately
- A methodology for reducing your interpersonal stress

Credentials

Researchers at Applied Communication Technology and San Francisco State University have validated Persona's methodology, based on data collected in numerous cultures, including England, Japan, New Zealand, Switzerland, and the United States.

About Us

Dawson McDonald is the Australian Partner of the internationally recognised Persona International group, that offers business solutions to organisations throughout 45 countries. Company Principals, John Dawson and Carmel McDonald have been recruiting, consulting, training and coaching for Australian businesses for over a decade, following extensive industry experience.

About Persona

Persona International is a worldwide provider of learning, development and assessment tools and methodologies for organisations facing challenges in change leadership, communication, organisational alignment, sales, customer service, and management.

Corporations that have benefited from Persona Programs include:

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| General Electric | Microsoft | Exxon Mobil |
| Pfizer | Xerox | Applied Materials |
| BMW | Vodafone | British Airways |
| Mitsubishi | Dell Computer | Japan Airlines |
| Disney | IBM | Credit Suisse |
| Coca Cola | Alcatel | American Express |
| Hitachi | Motorola | Sony Music Entertainment |



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