

HARVARD MANAGEMENTOR 10

PUT LEADING REFERENCE MODULES FROM WORLD-CLASS EXPERTS ON EVERY DESKTOP—24X7

HARVARD MANAGEMENTOR 10 IS THE MOST PRACTICAL, ENGAGING RESOURCE FOR DEVELOPING MANAGEMENT SKILLS AND APPLYING THEM ON THE JOB IMMEDIATELY

HARVARD MANAGEMENTOR 10 draws on substantial new research from acknowledged thought leaders to enhance your managers' day-to-day performances. Updated with new concepts and rich media, *Harvard Management* includes proven concepts and tools, worksheets, and step-by-step guides that have been the enduring cornerstone of success for this premier online learning and performance support program.

CONTENT

PRACTICAL ADVICE, DOWNLOADABLE TOOLS, AND TIME-SAVING TIPS

Your managers will have access to dozens of modules addressing the full gamut of daily management responsibilities—from running a meeting and leading teams to strategy development and finance essentials. Each module helps strengthen specific leadership skills that drive performance and results.

Budgeting	Feedback Essentials	Performance Measurement
Business Case Development	Finance Essentials	Persuading Others
Business Plan Development	Goal Setting	Presentation Skills
Career Management	Hiring	Process Improvement
Change Management	Innovation and Creativity	Project Management
Coaching	Innovation Implementation	Retaining Employees
Crisis Management	Laying Off Employees	Strategic Thinking
Customer Focus	Leading and Motivating	Strategy Execution
Decision Making	Managing Upward	Stress Management
Delegating	Marketing Essentials	Team Leadership
Developing Employees	Meeting Management	Team Management
Difficult Interactions	Negotiating	Time Management
Dismissing an Employee	New Manager Transitions	Virtual Teams
Diversity	Performance Appraisal	Writing Skills



Prima|CUX

HIGHLIGHTS

- > 200+ interactive learning activities
- > Audio downloads for mobile devices
- > 125+ executive perspectives
- > Optimized content and navigation
- > 350+ video elements

EXPERTS

Advisors for this program include:

- o Marjorie Corman Aaron
- o Susan Alvey
- o Norman Augustine
- o Linda A. Cyr
- o Anne Donnellon
- o Deborah Dumaine
- o C. Davis Fogg
- o David A. Garvin
- o Edward Hallowell
- o James L. Heskett
- o Kathleen Jordan
- o Linda A. Hill
- o Philip Kotler
- o Chuck Kremer
- o Dorothy Leonard
- o Harry Mills
- o Stever Robbins
- ... and many more

> For more information visit:
www.primacux.com

PROGRAM ELEMENTS

PROVEN LEARNING STEPS AND REINFORCEMENT TOOLS

Each modular topic is organized by section:

GET STARTED	Immediately engages the learner with a media-based scenario (What Would You Do?) that poses a thought-provoking business challenge. This section provides a comprehensive topic overview and offers multiple paths through the content.
LEARN	Outlines the key ideas of the topic and reinforces them with interactive activities. Short video clips of relevant compelling stories, told by leading global business executives, complement the lessons learned.
PRACTICE	Real-world scenarios and self-tests check the learner's understanding of the concepts. Managers can test and sharpen their new skills and receive instant feedback in a safe environment.
APPLY	Practical tools, steps, and tips for applying concepts on the job. Learners can download forms and worksheets that are ideal for ongoing use and customizable application.
EXPLORE FURTHER	Points to additional resources, such as articles and books, on the topic.

ADDITIONAL FEATURES

Audio Downloads are powerful learning experiences in convenient portable format.

Favorite Bookmarks let users quickly revisit specific sections for future reference.

Competency Tests can be integrated into each module.

SUPPORT

IMPLEMENTATION SERVICES

HARVARD MANAGEMENTOR 10 is quick and easy to deploy via your LMS or intranet. Our Implementation Services Team can help you develop an effective rollout strategy and can customize the product to meet specific organizational needs for even greater impact.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

TARGET AUDIENCE

HARVARD MANAGEMENTOR 10

is ideal for managers at all levels that face a wide variety of business challenges on a daily basis.

Building and refining this group's leadership skills on the job will directly affect your organization's success.

COMPLEMENTARY OFFERINGS

Extend the program's impact with additional leadership development programs, such as:

- **STEPPING UP TO MANAGEMENT**
Puts new managers on the right track, so they can hit the ground running while laying the foundation for successful advancement into a management career.
- **LEADERSHIP TRANSITIONS**
This interactive course provides managers with a systematic approach to prepare for and succeed in new positions, whether through internal promotion or external hire.
- **WHAT IS A LEADER?**
An online interactive course designed to groom competent managers into exceptional leaders.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

LEARN MORE

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