

LEADING THROUGH UNCERTAIN TIMES

HOW TO EXECUTE EFFECTIVE LEADERSHIP DURING DOWNTURNS

LEADING THROUGH UNCERTAIN TIMES FROM HARVARD BUSINESS PUBLISHING IS AN ONLINE RESOURCE CENTER WITH SELF-PACED AND GROUP LEARNING ACTIVITIES THAT WILL PREPARE YOUR MANAGERS TO HANDLE THE DOWNSIDE OF BUSINESS CYCLES.

WHEN THE ECONOMIC LANDSCAPE undergoes radical change, managers must reorient their organizations and teams to be more resilient for the daunting and often uncertain challenges ahead. The Center's collection of content-rich resources provides task-based guidance on adapting strategies, focusing on fundamentals, and communicating for strength.

CONTENT

LEADING THROUGH UNCERTAIN TIMES DELIVERS UP-TO-THE-MINUTE THINKING ON TACKLING THE CHALLENGES AND OPPORTUNITIES THAT ARISE DURING BUSINESS DOWNTURNS.

This collection, offered in both self-paced and blended learning formats, addresses techniques from adjusting strategies to sharpening business discipline and strengthening communication:

- Adapt Your Strategy: Insightful advice and tools on how to diagnose your situation, protect your core competencies, and uncover unique business opportunities.
- Manage the Fundamentals: Techniques and lessons for improving cost discipline while driving revenue and identifying growth opportunities.
- Communicate for Strength: Best practices to help your organization foster a positive climate by opening up dialogue, restoring confidence, and building resilience.

MANAGERS' TOOLKIT AND DISCUSSION GUIDE

A comprehensive Managers' Toolkit cascades groundbreaking ideas and best practices throughout an organization and features an instructive Discussion Guide that enables managers and facilitators to take learning to their teams—by assigning readings on critical topics prior to group discussions. The Toolkit offers teaching aids such as Conversation Starters, email to colleagues or team members, and Facilitation and Participant Guides for classroom use.

The Center contains a rich variety of materials: articles, book chapters, task-based action plans, expert videos, eLearning modules, and mobile downloads that can be easily accessed through the “coverflow” design.



Coverflow design offers a quick and easy way to browse content.



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HIGHLIGHTS

- > Managers' Toolkit
- > Engaging expert videos
- > Quick “coverflow” learning path
- > Action plans
- > Live RSS feed
- > Book chapters
- > Mobile downloads

EXPERTS

Leading Through Uncertain Times draws on the work of some of the foremost thinkers in business management and innovation:

DARRELL RIGBY

Partner at Bain & Company and head of the firm's Global Retail and Global Innovation Practices, specializing in corporate strategy for winning in turbulent markets. He is the author of *Winning in Turbulence* (Harvard Business Press).

SCOTT ANTHONY

President of Innosight, an innovation consulting and executive education company with offices in Massachusetts, Singapore, and India. He is lead author of *The Innovator's Guide to Growth* and author of *The Silver Lining* (Harvard Business Press).

> For more information visit:
www.primacux.com



COURSE ELEMENTS

EASILY INTEGRATED INTO YOUR DEVELOPMENT PROGRAMS

Blend the latest ideas on leadership during uncertain times into your learning curriculum. The resources in the collection can support and reinforce both self-directed and group action learning.

LEADING THROUGH UNCERTAIN TIMES is organized for fast, easy navigation through a breadth of learning assets:

CONTENT

Three content areas—Adapt Your Strategy, Manage the Fundamentals, and Communicate for Strength—provide guidance to managers on how to effectively lead others through turbulence. Task-based action plans promote learning by doing and goal setting.

FEATURED EXPERTS

Video insights by leading experts highlight key conceptual material in each section.

MEDIA COLLECTION

An extensive selection of articles, book chapters, videos, eLearning modules, practical tools, mobile downloads, and other media.

MANAGERS' TOOLKIT

A collection of aids for managers and facilitators to “take it to the team” and cascade the resource center’s learning to groups and individuals. The Toolkit offers:

Discussion Guide: Helps managers and facilitators assign readings on critical leadership topics in preparation for group discussions.

Blended Learning: Provides classroom Facilitation and Participant Guides.

Tools Index: Offers quick access to all the Tools in the collection, listed by section.

Conversation Starters Index: Lists each section’s Conversation Starters, which can be emailed to stimulate dialogue around a specific topic.



SUPPORT

IMPLEMENTATION SERVICES

LEADING THROUGH UNCERTAIN TIMES is quick and easy to deploy via your LMS or intranet. Our Implementation Services Team can help you develop an effective rollout strategy. Your organization can create a tailored deployment or use a Facilitation Guide for the course.

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 AUDIENCES

LEADING THROUGH UNCERTAIN

TIMES provides advice, tools, and resources for leaders who must effectively reposition business priorities and motivate people through times of crisis and business downturns.

Building and refining your managers’ abilities to lead through uncertainty will directly affect your organization’s success and future growth.

COMPLEMENTARY OFFERINGS

Extend the Center’s impact with our complete product line:

- **THE CHANGE MANAGEMENT CENTER** provides advice, tools, and resources for leaders and managers at all levels who are charged with planning for, communicating about, and carrying out change initiatives.
- **THE INNOVATION CENTER** equips business leaders with insights, ideas, and tools to approach innovation strategically and systematically.
- **THE TALENT MANAGEMENT CENTER** focuses on attracting, developing, retaining, and advancing key talent.

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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