

Change management and leadership

– for marketing and BD executives and managers

This full day workshop explores change management challenges and provides processes, tools and skills to analyse, plan and implement effective change in a professional service firm. Delegates develop their own change management plan during the workshop.

Intermediate
level

The workshop qualifies for 6 hours CPD.

Topics covered

Why choose PM
Forum training?
See overleaf...

Why is change so difficult?

- What is change management?
- Cultural issues for professional service firms
- Common change challenges
- Creating your change management programme

Leading change

- Management vs leadership
- Leadership qualities and styles
- Creating the need for change - Mission and vision
- Developing sponsors, champions and teams

Breaking out of the comfort zone

– Supporting individual change

- Models of human behaviour
- Understanding emotion, attitudes and personality
- Generational and cultural differences
- Motivation and how people learn

Breaking out of complacency

– Supporting organisational change

- Organisational metaphors
- Change management models and processes
- Planning for effective change:
 - Understanding organisational culture
 - Incremental and fundamental approaches
 - Role of communication
 - Aligning recognition and reward systems
 - Performance management
 - Managing conflict

16 top tips to help your change management programme

Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 4,000 marketers in professional services firms. Visit www.pmforumglobal.com



Wednesday 9 October 2019

The full-day workshop takes place from 10.00 to 17.00 and includes lunch, morning and afternoon refreshments.

To facilitate interaction, workshops are restricted to 18 attendees – maximum of four per firm

Trainer



Kim Tasso has worked within and for over 200 professional partnerships in the legal, accountancy and property sectors for over 20 years and continues to do so as a management consultant.

She also has direct client exposure from working with organisations in the technology, education, creative, media, real estate and not-for-profit sectors and through her work with a leading business school.

Unusually, she combines psychology, marketing and business qualifications so is effective both as a professional trainer, facilitator and coach and also as a subject matter expert in a variety of strategy, marketing, selling and relationship management topics.

She is highly rated as a trainer and coach for lawyers, accountants and surveyors and also lectures on Chartered Institute of Marketing (CIM) professional marketing qualifications for Cambridge Marketing College.

She is the author of books on growth strategies, business development, media relations and business development and a prolific conference speaker and journalist. She is commissioning editor for *PM* magazine.

Further information at www.kimtasso.com.

For more information on other training workshop visit www.pmforum.co.uk/training

Why PM Forum training?

Courses are designed and delivered by qualified and experienced professionals who:

- have substantial experience working with both **senior fee-earners and marketing/business development professionals** in large and small professional service firms across the **legal, accountancy and property industries** as well as a variety of client markets
- have psychology credentials and many years' experience in **learning and development** to ensure an optimum learning experience
- are **subject matter experts** in strategy, marketing, selling, client relationship management and interpersonal skills who continue to practice and are therefore familiar with the latest developments

And delegates receive a **productive learning experience** because:

- There is a balance between knowledge transfer and active learning through **interactive discussion** and group exercises
- Courses are highly **experiential** – where idea sharing and networking are encouraged
- As well as copies of the presentation material, courses also include work sheets and **supplementary materials** with guidance for further learning. Some courses have exclusive booklets tailored to the needs of delegates
- Course leaders are experienced coaches with experience in **career development** and certificates of completion are issued for use in **Continuing Professional Development (CPD)**
- Dialogue can continue after training through members-only **LinkedIn communities**

Venue

tbc, Central London

Fees

First attendee	£370 + VAT
Second attendee	£360 + VAT
All subsequent attendees	£350 + VAT

Maximum of four attendees from the same firm. Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes: tea/coffee in morning and afternoon • lunch • handout of workshop material

Cancellations/Substitutions

Due to the restricted number of places, refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person). Substitutions can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

Change management and leadership – 9 October

Name	Name	Name
Position	Position	Position
Firm	Type of firm	
Address		Postcode
Tel		E-mail

Please enclose a cheque made payable to *Practice Management International LLP*
or pay by Visa/Mastercard/Maestro/AmEx (*please circle one*)

Cardholder name:	Amount: £
Card number:	Expiry date:
	Security code:

Signed Date

Confirmation of booking will be sent by return along with a VAT receipt

Please return this form to: **PM Forum, 422 Salisbury House, London Wall, London EC2M 5QQ**
Tel: 020 7786 9786 training@pmint.co.uk www.pmforum.co.uk

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