



# THREE UNIQUE, MAGIC INGREDIENTS FOR PAINLESS PEOPLE MANAGEMENT!



# Anyone Can Be A People-Manager?

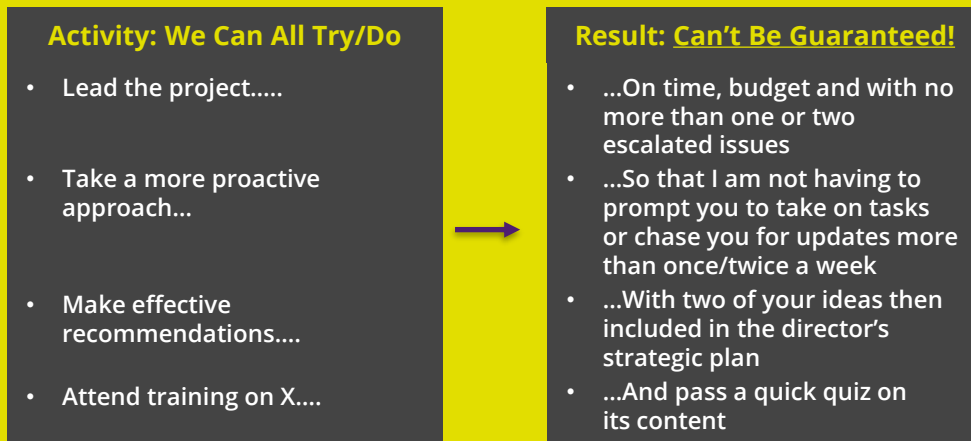
## Managers Need Real-Life, Practical Tips, Tools and Habits

- People-management isn't easy! Most managers took the title and the pay-rise but don't necessarily have great skills to get the best out of their people. It's why many of us can claim to have had a terrible boss in our careers! A lot of management training is more suited to the style of David Brent in 'The Office' and content is often just unwieldy business models copied from the textbooks/internet or cliches and corporate-speak that have been trained for years.
- Managers deserve great tools that deal with how we work now: handling hybrid practices, multi-generational workplaces, changing demands from our people, the move towards 'personalisation' – and the recognition that managers are doing two jobs: their own 'day job' plus that managing people bit. A new toolbox is needed: so welcome to our **Flexible, Painless People Management Programme**.
- To give you an insight into how we do things, here are **three** different, unique and practical ways of coming at and dealing with situations that managers are faced with day-to-day.....



# 1: Results Reimagined

## Managing Outcomes Is Even More Important In A Hybrid-Working World



We tend to talk in activities/buzzwords with our people; however, anyone can do an activity.... potentially badly! We get a 'well-done' at work when we do something that can't be guaranteed, so every activity needs to finish with this '*jeopardy*' expectation - because identifying what can't be guaranteed helps define **Results**.

Kicking a football is an activity, scoring a goal is a *result*; writing a document is an activity, the document not having to be amended too much by others is a *result*. Hitting deadlines, beating budgets are all 'well-done' *results*.

# 2: The Pain Of Objective-Setting

## A Practice That No-One Is Enjoying!

- Bluntly, managers and HR can't really define what Objectives even are! I have loads of priorities every month: are these all 'objectives' and do I need to transfer all of these to HR's objective-setting template? And how does this work if you only want me to do it say annually or six-monthly?!
- And if you're asking me to instead think about *challenging* objectives/priorities then I may just write 'carry on doing what you already doing' objectives for my people because I can't think of any others right now (or I'll just copy and paste last year's!)
- We need to remove the shackles and rigidity around this subject: *'Objectives'* shouldn't be forced into a calendar-driven 'non real-world' approach and can last for however long they need to. They can be defined as a few priorities pulled out on an if needed, when needed basis for 'spotlight' focus in 121s with my people. Why? So I can highlight their importance and offer support to help achieve them because one or more of three 'spotlight' reasons is relevant to that individual .....

1: A Concerning 'Gap In The Day Job'  
(between what you expect and  
what they deliver)

2: A 'Day Job' priority that they  
agree isn't or won't be easy for  
them to achieve

3: A 'Beyond the Day Job' stretch  
target they volunteer to  
take on

# 3: Difficult Conversations: 180 Flipped

## The Manager Shouldn't Be Starting The Conversation!

- When we initiate difficult conversations we are sometimes emotional, frustrated, unprepared, sometimes 'shooting from the hip' and this often leads to them starting badly and not ending well
- In these challenging conversations we need to take on both a first person and third person position. The first person is the manager in this example, the second person may be their direct report and the third person? That's the **mediator**: the person who puts things across in a calm, neutral and balanced way.
- In **speaking order** YOU go last! You channelling your third person mediator is the one starting the conversation. We train a five-part scripted mediator opening that is guaranteed to improve any difficult chat. But for now, make sure that you are having your say **AFTER** the 'mediator' and other person has had theirs!

**Speaking Order:** Mediator Opening, Their Response, You Go Last!

# THE PROGRAMME

## An Essential Toolbox for Managers/Leaders

### Part One

#### Managing Teams for Overnight Results

- A unique intro to managing people
- The five-step plan for setting team direction/expectations that also helps when managing 'hybrid' or remote working – includes:
  - Putting together a strategy and identifying priorities
  - A new approach to focus on results
  - Using 'early warning indicators' to reduce 'nasty surprises'!
- The 'new meeting rules' and handling team questions
- **This intro module begins with a compulsory two-hour live masterclass (group programmes)**

### Part Two

#### Difficult Conversations Made Simple

- How to prepare for challenging conversations in a unique way
- Beginning the conversation with a new approach to reduce nerves
- A script and structure to follow for the conversation that '180' flips how you currently approach it!
- The 'non-buzzword' way to improve concerning behaviour/habits!
- **Includes one-hour online live masterclass (group programmes)**

### Part Three

#### Targeting and Managing Performance

- Targeting/measuring results in any role for increased visibility
- Using 'the one magic ingredient, three triggers, five new steps' formula for objective-setting that will boost performance
- How to write behavioural objectives
- The underperformance formula
- The complete step-by-step routine for amazing 121's in half the time!
- **Includes one-hour online live masterclass (group programmes)**

# THE PROGRAMME

## An Essential Toolbox for Managers/Leaders

### Part Four

#### Essential Employment Law: What Do I Do If.....

- Poor performance next steps
- Equality/discrimination legislation facts and myths
- 'Banter' v Harassment
- Some key people 'emergency' scenarios at work and how to practically handle them
- Only what managers need – and without the lecture!
- **Includes one-hour online live masterclass (group programmes)**

### Part Five

#### The 'Chameleon Manager' At Work

- A revealing insight into how we tick and why we behave the way we do
- Includes a psychometric mechanism to better understand what motivates you and others for great working relationships
- How to manage and deal with people who are 'not like me'
- **Includes one-hour online live masterclass (group programmes)**

### Part Six

#### Time-Management for Busy People

- Balancing people management with the 'day job' when everything is important and urgent!
- A unique '21<sup>st</sup> century' time management system for the rest of your life
- Reduce 'time-stealing' and distractions from others
- 'To-Do' lists and 'stress-free' email – A better approach!
- **Includes one-hour masterclass (group programmes)**

# FLEXIBLE DELIVERY METHODS

## An Essential Toolbox for Managers/Leaders

### Step-By-Step Videos

- Short videos with key tools and techniques
- Accessible for duration of the programme

### 'Total Recall' A-Z Tools/Techniques PDF

- Builds across the programme to a complete A-Z of tools/techniques
- Includes your one-off next steps and new routines calendar

### Practical 'On-The-Job' Activities and Feedback

- Opportunity to try out what you have learnt
- Completed and sent to Lightbulb for feedback/advice

### One-Hour Online Live Masterclass

- Additional content, Q & A, practice
- One for each part of the programme - compulsory two hours for Part One
- Delivered by Paul Marsh, MD Lightbulb
- (Masterclasses: Group programmes)

### Quizzes

- Short quizzes to test your memory and learning

### Check-In Reminders

- Memory-joggers and prompts across the programme
- What you should now be doing/using

Onsite/In-Company condensed one-day workshop programmes are also available – enquire for details



# YOUR INVESTMENT

An Essential Toolbox for Managers/Leaders – **GROUP FORMAT**

The complete programme:

£3999 plus VAT/a cohort  
of up to 12 people delivered  
only to your organisation

## Measuring Return On Investment:

- **'Alive and Kicking'** post-training 'is it happening?' prompts for delegates' managers
- Programme **Key Performance Indicators** to measure progress

Contact [paul@lightbulb.work](mailto:paul@lightbulb.work)

07903 233214

# ONLY ONE OR TWO MANAGERS?

## INDIVIDUAL FORMAT

- You may only have one or two managers who require the programme at any one time
- The same flexible programme is available for individuals – the only difference is that the module one online workshop and one-hour masterclasses are replaced with 2 x 30 minute coaching calls with Paul Marsh held during the programme
- Includes 'Alive and Kicking' post-training 'is it happening?' prompts for delegates' managers
- The complete programme for each 'ad hoc' individual manager is £599 plus VAT
- Contact [paul@lightbulb.work](mailto:paul@lightbulb.work) or call 07903 233214 for more details



# WHY A FLEXIBLE PROGRAMME?

## What doesn't work:

- A survey we carried out revealed two key insights: only a third of people attend every scheduled workshop/class in a training programme because of holidays and other commitments. Traditional training workshop delivery (be it online or in-person) is also only one learning method and doesn't suit everyone
- Plus, 81% of people do not want to learn solely from an alternative 'microlearning' approach (regular bite-sized minutes of content). In any case, it doesn't work for more complex skills/ where group interaction/Q and A etc is required!
- Although a lot of people enjoy training 'in the moment', it is questionable how much is retained and how much gets forgotten soon afterwards if not used in everyday life at work

## Our programme:

- Our programme works more flexibly around other work priorities – only the online module one workshop and optional online live one-hour masterclasses are at a scheduled time (group programmes only)
- We use six different learning formats to accommodate the different ways that people prefer to take in, use and retain information
- Adapted programmes also available where perhaps only one or two managers require the training
- Includes 121 ongoing email support and activity feedback provided by Paul Marsh, MD Lightbulb
- From reading material and quizzes to short videos and online live masterclasses - and just on those....



# PRACTICAL & PUNCHY TRAINING

## Our Different Approach:

- **Because no-one ever said “I wish that training had lasted much longer, had loads more business models, buzzwords and clichés in it and had just used stuff I could have found online!”**
- Our videos and masterclasses combine the style of a 'TED talk' with step-by-step techniques and tools and in short learning bursts
- When onsite with you: No role-plays or gimmicky ice-breakers. People generally hate them!
- We don't fill time with academic, unusable business models
- We give you practical stuff rather than generic pieces of 'advice' or cliché one-liners!  
– telling you to 'empower' people isn't really that helpful!
- We don't use the bog-standard agendas you may find elsewhere! Our techniques are often not found in textbooks (where competitors often copy theirs from) and are focused on what actually works at work
- Inspiring content that won't distract you to your phone!
- We train what we know works and what we and others have successfully used
- All in plain-English: we work hard to minimise buzzwords and corporate-speak
- The one-hour masterclasses provide additional content plus opportunities for Q and A/practising skills





"Turned everything I thought I knew on its head! Most useful management training I've had"



"Best thing I have been to in ages - real food for thought"



"Techniques and ideas I can actually use rather than jargon and theory"



"A really different but fantastic way to approach 121s and moving away from appraisals"



"The best guidance I have ever had when it comes to this subject. Thank you!"



"A most interesting morning and I can honestly say that I will be applying many of the tools"



"It was very refreshing to come to such a lively, inspiring and informative workshop"



"Many thanks - it was an amazing workshop - used a lot of it already!"

