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# THE BRYCE IS RIGHT!

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EMPOWERING MANAGERS IN  
TODAY'S CORPORATE CULTURE

1 DAY ON-SITE COURSE

MBA-200601



## OVERVIEW

This course, based on the book of the same name, is a frank and candid description of the state of the art in management. It includes narratives on the problems in management today, along with some pragmatic advice on how to deal with them. The course doesn't ramble; it gets straight to the point and represents a common sense approach to managing in today's corporate world.

## WHO SHOULD ATTEND?

This is a condensed course in management. As such, it is suited for managers, either those aspiring to become a manager or for those who need a refresher course. It will also be of interest to young people entering the work force. The lessons taught are universally applicable to any type of enterprise, be it a corporation or a nonprofit organization (large or small).

## WHAT WILL THE STUDENT LEARN?

An understanding of the people side of management. This includes: styles of management, creating accountability, managing "bottom-up," understanding the corporate culture, teamwork, the responsibilities of being a manager, how to conduct meetings, persuasion, and a great deal more.

## OUTLINE

What is the State of the Art?  
10 Tips for Improving Social Intercourse  
The 3 Theories of Management  
How do we Manage Today?  
Managing from the Bottom-Up  
Understanding Corporate Culture  
A Crash Course in Management  
Parenting Management  
Individualism vs. Teamwork  
Why we Resist Change  
Increasing Brain Power  
The Need for Critical Thinking

The Art of Persuasion  
Conducting Meetings  
Develop an Inventory of your Systems.  
Know your Business Processes  
Working with I.T. People  
Managing Crunch Time  
Policy Manuals  
Skills Inventory  
Firing Employees Isn't For Sissies  
Craftsmanship  
Lessons Learned

## LENGTH

One Business Day (lunch break)

## PRICE

\$2,000 (U.S.) plus instructor travel expenses.

## NUMBER OF STUDENTS

Course is for 16 students or less (\$100 per extra student); maximum 32.

## SETUP

lecture (classroom or roundtable); overhead projector with PC hookup (MS PowerPoint);  
blackboard or flipchart

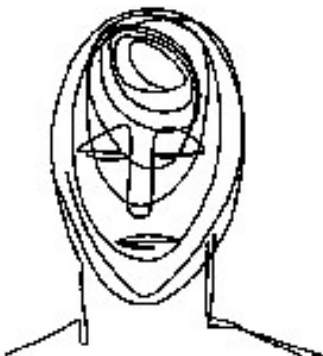
## INSTRUCTOR

**Tim Bryce**, Managing Director, M. Bryce & Associates

For information on the eBook (PDF), see:  
<http://www.phmainstreet.com/mba/bryce1.htm>

For more information or to schedule a presentation, contact:

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