



**IRISH  
MANAGEMENT  
INSTITUTE**  
**LIVE**

# Live Online Short Programmes





# Taking you to the next level

Our Short Programmes offer the high impact, results-focused development you need to progress to another level with confidence.

This Autumn 2021, IMI Short Programmes will be delivered online via our IMI Live virtual learning environment. Our High Impact Transformation learning approach lies at the core of all IMI programmes, meaning these sessions are always interactive, engaging and experiential.

IMI's virtual learning experience is designed according to the same transformational, learner-centred philosophy that underpins our classroom experience. Connect from wherever you are and engage with faculty and network with your peers just as you would in the IMI classroom.

## Paperless policy

Brochures and course materials will exclusively be available to participants on our immersive Virtual Learning Environment. By adopting a paperless approach, IMI and our participants are reducing our carbon footprint and doing our bit for the planet. IMI's mission is to equip leaders to build the future. We are mindful that this future depends on organisations finding creative ways to sustainably deliver performance, both sustainability in the human performance of organisations and in how we use the planet's resources.



### Course Details

3 consecutive days



### Programme Delivery

IMI Virtual Learning Environment (VLE)



### Schedule

<b>Programme 1</b>	
6, 7 & 8	September 2021
<b>Programme 2</b>	
20, 21 & 22	October 2021



### Price

Corporate Member:	€1,695
Non-Member:	€2,075

# Communicating for Performance

Learn how to communicate with clarity, brevity and impact

Most people believe that they can communicate, but can they do so effectively — and when it really counts? This programme will give you the confidence and competencies to communicate winningly with stakeholders across your organisation.

#### This programme's for you if:

You need to develop your one-to-one and one-to-many workplace communication skills.

#### The Experience:

This programme will show how to listen, provide feedback and avoid the usual mistakes in communication. You will learn how to influence people, read body language, think on your feet, answer tough questions, and be assertive.

#### The Results:

On completing this highly interactive three-day programme, you will have become an effective communicator who can absorb other people's views and clearly communicate your own. You will be assertive when necessary and have what's needed to communicate for greater performance.

[Find Out More](#)

# Management Bootcamp

(Formerly known as Mini MBA)

Expand your knowledge across the  
breadth of your organisation

Broaden your knowledge of your business  
and develop the skills required to move into  
leadership positions.

## This programme's for you if:

You have considerable specialist experience in one area of your business and want exposure to others. Ideal for professionals aspiring to positions of greater responsibility and for experienced managers looking to widen their understanding of different business functions.

## The Experience:

Management Bootcamp is an intensive five-day programme designed to give you the maximum impact in a limited time away from work. The format and design create a supportive environment where participants learn from peers and subject matter experts.

You will participate in workshops, examine case studies, conduct class discussions and work in groups to ensure that the week is as rewarding — and as challenging — as it is insightful. Management Bootcamp covers the business essentials of strategy, leadership, marketing and people performance in an intensive format designed to give you a framework of knowledge for making informed business decisions.

## The Results:

You will build on your existing management competencies by understanding of all the functions of an organisation.

[Find Out More](#)



## Course Details

5 consecutive days



## Programme Delivery

IMI Virtual Learning  
Environment (VLE)



## Schedule

### Programme 1

13, 14, 15, 16 & 17 September 2021

### Programme 2

15, 16, 17, 18 & 19 November 2021



## Price

Corporate Member: €2,845

Non-Member: €3,445



### Course Details

3 facilitated workshops/6 days



### Programme Delivery

IMI Virtual Learning  
Environment (VLE)



### Schedule

#### Programme 1

20 & 21 September 2021

25 & 26 October 2021

22 & 23 November 2021

#### Programme 2

11 & 12 November 2021

09 & 10 December 2021

13 & 14 January 2022



### Price

Corporate Member: €3,425

Non-Member: €3,995

# High Impact Leadership

## Interact, influence and engage

Leaders today must master how to interact, influence and engage those around them to inspire great results. Through developing a deeper understanding of yourself as a leader, you'll be able to foster strong team progression. This programme will put you through your paces and develop your ability to make an instant, and lasting, impact as a leader.

### This programme's for you if:

You want to examine and master your leadership style, particularly as you transfer your management experience into a leadership position.

### The Experience:

A master class in individual leadership, you will learn a lot about your leadership style and how you interact with others, building on your ability to communicate with impact in an increasingly virtual environment.

An intensive, demanding experience that will help you to identify and build on your strengths, broaden your perspectives, and both recognise and learn to overcome personal leadership challenges.

### The Results:

You will develop your ability to better interact, influence and lead others, enabling you to step up to your next leadership challenge.

[Find Out More](#)

# Coaching for Business Performance

Learn how to coach for engagement,  
empowerment and accountability

The art of leadership continues to evolve, and coaching has proved to be an extremely effective tool in helping today's leaders to create a motivated team working towards a singular purpose.

## This programme's for you if:

You are a senior manager or leader seeking to develop a coaching culture as part of your business strategy or if you are interested in pursuing a career as a coach. Ideal for anyone seeking to advance their ability to untap new levels of individual, team and organisational performance.

## The Experience:

Through incisive questioning, a clear communication style and giving well-defined feedback, a leader with a coaching mindset can unlock new levels of performance in themselves and their teams.

This programme has been designed to improve your effectiveness and impact through access to powerful coaching skills and an immersive and challenging experience. With a focus on performance, you will practice your coaching abilities with your peers, receiving feedback from experts in the room while creating a personal coaching toolkit.

While developing your own coaching skills, you'll also learn how to foster a coaching culture in your organisation, creating a clear pathway towards higher levels of creativity and productivity.

## The Results:

You will develop and enhance your abilities to build trust, engagement and purpose within individuals and teams, allowing for new levels of performance.

Intended as a first step for those interested in pursuing a career as an internal or external coach, you will also receive credits towards your recognition by the ICF (International Coach Federation) as an accredited coach upon completion, with an accredited next step available.

[Find Out More](#)



## Course Details

3 days



## Programme Delivery

IMI Virtual Learning  
Environment (VLE)



## Schedule

### Programme 1

27 & 28 September 2021

27 October 2021



## Price

Corporate Member: €1,695

Non-Member: €2,075



### Course Details

3 consecutive days



### Programme Delivery

IMI Virtual Learning  
Environment (VLE)



### Schedule

04, 05 & 06 October 2021



### Price

Corporate Member:	€1,695
Non-Member:	€2,075

# Breakthrough Sales Management

A results-driven programme for ambitious sales managers and directors

As a sales manager, your success depends on your ability to get each person on your team to perform to their fullest potential. The steps it takes to achieve these high-performance levels will often differ from organisation to organisation, and can be a very complex science — unless you know how.

#### This programme's for you if:

You are responsible for maximising profits through effective sales management efforts and/or are managing field sales people and business development managers.

#### The Experience:

This programme will help you boost the effectiveness of your one-to-one meetings with salespeople and sales team meetings. You will be better able to leverage performance reviews, utilise coaching and other similar techniques, while exploring key interconnected areas for sales success such as sales targeting, messaging, visibility and control, customer acquisition and retention.

You will explore the characteristics and behaviours of great sales managers, how they allocate and get the most from their time, align sales processes and methodologies to accelerate performance, and other strategies and leadership techniques which will enhance your sales activities.

#### The Results:

Upon completion, you will be able to identify which priority area of sales performance improvement can best increase the efficiency of your team.

[Find Out More](#)



### Course Details

3 facilitated workshops/6 days



### Programme Delivery

IMI Virtual Learning  
Environment (VLE)



### Schedule

#### Programme 1

04 & 05	October 2021
01 & 02	November 2021
29 & 30	November 2021

#### Programme 2

13 & 14	December 2021
17 & 18	January 2022
14 & 15	February 2022



### Price

Corporate Member:	€3,425
Non-Member:	€3,995

# Essential Skills of Management

## Achieve management excellence

As your career develops, having the core management skills needed for each and every stage is key to your success.

### This programme's for you if:

You are a developing manager with at least six months' experience.

### The Experience:

This programme will set you on the path to high performance by building on your existing management expertise and developing new competencies such as planning, problem-solving and decision-making.

### The Results:

This programme will support you in aligning, implementing and managing focused work-plans and learn how to build trust within your teams to improve employee performance.

You will also develop the personal skills you need to deliver communications with clarity and impact and to foster an environment for creativity and innovation. You will learn how to influence stakeholders, collaborate across functions, motivate others and develop your own management style.

[Find Out More](#)



### Course Details

2 facilitated workshops/ 4 days



### Programme Delivery

IMI Virtual Learning Environment (VLE)



### Schedule

06 & 07                      October 2021  
09 & 10                      November 2021



### Price

Corporate Member:        €4,245  
Non-Member:                €4,995

# Taking the Lead — Women in Leadership

Ignite, inspire and influence your organisation.

A programme designed for women aspiring to and preparing for more senior management roles while navigating today's complex business landscape.

#### This programme's for you if:

You are a female executive; exploring your career options and ambitions or hoping to accelerate your career and personal development.

#### The Experience:

You will be given the time and space to explore where you are in your work and career, articulate the leadership challenges facing you in today's workplace and develop the insight and skills to address these.

Practical, outcome-oriented tasks will help you to develop increased resilience and strategies to maintain balance in a competitive organisation, while identifying your personal career and leadership ambitions.

#### The Results:

You will emerge a more compelling, influential and confident leader with tools and technique to inspire others and get results.

[Find Out More](#)



### Course Details

3 consecutive days



### Programme Delivery

IMI Virtual Learning Environment (VLE)



### Schedule

#### Programme 1

11, 12 & 13 October 2021

#### Programme 2

22, 23 & 24 November 2021



### Price

Corporate Member: €1,695  
Non-Member: €2,075

# Frontline Management Programme

Gain the right skills for success as you move into management

Ambition is always to be applauded, but for it to really take you anywhere, you have to harness it. This programme has been designed to give new frontline managers, team leaders and supervisors a solid foundation in people management and business skills.

#### This programme's for you if:

You are newly appointed to a frontline management role.

#### The Experience:

You will develop all the critical abilities your initial move into management requires. This programme will support you in increasing your personal effectiveness, problem solving and decision-making abilities. Key aspects of HR including change management, building trust in teams, employment law and managing performance will also be covered.

#### The Results:

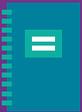
You will leave the programme with a definitive roadmap for your first 6-12 months as a manager.

[Find Out More](#)



### Course Details

3 consecutive days



### Programme Delivery

IMI Virtual Learning Environment (VLE)



### Schedule

**Programme 1**  
13, 14 & 15      October 2021

**Programme 2**  
08, 09 & 10      December 2021



### Price

Corporate Member:      €1,695  
Non-Member:              €2,075

# Finance for the Non-Financial Manager

## Build your all-weather financial toolkit

To move from manager to leader, you need to build a solid foundation in financial knowledge to interpret figures and understand what lies behind them. In this programme, you will achieve a greater understanding of how finances influence your organisation's strategy, structure, people and systems.

### This programme's for you if:

You deal with financial information and are responsible for budgets, or are aspiring to a position which requires you to do so. Ideal for professionals from non-financial backgrounds who are looking to move into more senior leadership positions.

### The Experience:

This programme will give you the skills you need to perform your own job better and to contribute more effectively to your financial management team. You will get a grounding in financial accounting, balance sheets, cashflow statements, capital budget and project appraisals, and working capital — the life blood of every business.

### The Results:

You will emerge with a firm grasp of the fundamentals of finance and a new financial vocabulary, developing an understanding of the skills of managing cash flow, the ability to analyse your company's performance, and learn how to control your department more effectively. You will also enhance your decision-making, spot and manage financial risks and ultimately communicate more effectively with your finance department.

The programme will finish with you having a greater understanding of how finances influence your organisation's strategy, structure, people and systems.

[Find Out More](#)



### Course Details

3 consecutive days



### Programme Delivery

IMI Virtual Learning  
Environment (VLE)



### Schedule

18, 19 & 20 October 2021



### Price

Corporate Member:	€1,695
Non-Member:	€2,075

# Growing Key Accounts

Learn the strategies, skills and techniques to retain and grow important customers

It is no longer enough to simply manage your clients' accounts; they need to be developed and grown. Unless you are continuously adding value, developing the relationship and innovating in terms of delivery, there is every chance that your clients will be poached by competitors.

#### This programme's for you if:

You are an executive who wants to grow your customers, or are tasked with responsibilities for customer service, satisfaction and/or experience. Particularly suitable for companies who are looking to either start a Key Account Management strategy, or want to enhance their existing one.

#### The Experience:

You will learn how to improve your customer retention rate while we supply all the tools necessary to develop and grow your key customers. If you are just starting a key account strategy, this programme will also give you all the knowledge you need to succeed in applying effective strategies to your top accounts.

#### The Results:

This programme will help you identify and deliver strategies that increase future revenue, produce sustained profitable growth and ultimately bring value to shareholders.

You will set goals for increasing profitability by growing and retaining your customer base, learn to continuously innovate to bring value to your key accounts, and benchmark your processes against global best practice.

[Find Out More](#)

# Managing People

## Master the essentials of business

People make businesses work — and your success can depend on understanding those people's behaviours and how best to communicate with them on a personal level. By developing a clear understanding of how to manage and influence those around you, you can start moving from a manager of people to a leader of people.

### This programme's for you if:

You want to improve your interpersonal skills at any level and get more from your working relationships. Ideal for managers with a growing team.

### The Experience:

This highly interactive two-day programme is focused on managing people and relationships in the workplace, powered by our expert knowledge of human dynamics and understanding of what motivates and drives people's behaviours.

### The Results:

You will develop your ability to connect with staff, peers, other managers and stakeholders.

You will also learn to build effective and lasting relationships, gain the knowledge to understand how people tick, explore how to deal with difficult people and work effectively through conflict.

[Find Out More](#)



### Course Details

2 consecutive days



### Programme Delivery

IMI Virtual Learning  
Environment (VLE)



### Schedule

18 & 19

October 2021



### Price

Corporate Member: €1,145

Non-Member: €1,385



### Course Details

2 consecutive days



### Programme Delivery

IMI Virtual Learning  
Environment (VLE)



### Schedule

08 & 09 November 2021



### Price

Corporate Member:	€1,145
Non-Member:	€1,385

# Change Management

Master the skills you need to effect  
successful and lasting change

We live in a world where change is the only constant, but how ready are your organisation's people, processes and systems to embrace change as it arrives — and how can you make them more amenable towards it?

#### This programme's for you if:

You are seeking the skills to introduce, implement and embed change within your organisation's potentially complex settings.

#### The Experience:

Working with academic experts and industry leaders in the field of change, you will learn how to plan for and position change; understand the human dynamics and reaction to change; how to overcome resistance to change; how to communicate change effectively; and how to embed lasting change within organisations.

#### The Results:

By the end of this two-day programme, you will have the skills and tools to effect successful change within your organisation, with an increased ability to deal with barriers to change.

[Find Out More](#)

# Think on Your Feet®

The internationally acclaimed workshop that trains you to organise your ideas quickly

Can you make great choices in complex situations? For today's leaders, the ability to quickly analyse, organise and present your ideas is an increasingly vital skill, and one that Think on Your Feet® is designed to teach you.

### This programme's for you if:

You are concerned about communications in a leadership capacity, e.g. a senior executive, manager, sales and marketing professional, technical specialist, financial analyst, public affairs expert or training professional.

### The Experience:

Think on Your Feet® is an internationally recognised programme that introduces the "capsules-of-persuasion" concept — 10 plans that structure your ideas quickly for impact and persuasion. The programme will provide you with the skills to answer questions on the spot, to explain complex ideas clearly, concisely and persuasively, and to structure your communications in a professional manner.

Whether you are communicating one-to-one, one-to-many, on the phone, in meetings, informal presentations, or through email, Think on your Feet® will allow you to excel.

### The Results:

At the end of this innovative two-day programme, you will have acquired a set of skills that will enable you to get to the point and be remembered; present your ideals in a logical and persuasive manner; handle questions quickly, clearly and effectively; avoid common communication traps; structure your information into facets, aspects, and perspectives; bridge effectively from questions to answers; and sell your ideas, products or services.

You will also receive access to a range of follow-up Think on Your Feet® support materials and resources, including online refresher facilitated workshop TOYF-FRESH™, and TOYF TIPS™, a monthly newsletter providing reminders, tips, and ongoing reinforcement of your classroom experience.

[Find Out More](#)



## Course Details

2 consecutive days



## Programme Delivery

IMI Virtual Learning Environment (VLE)



## Schedule

22 & 23 November 2021



## Price

Corporate Member: €1,145  
Non-Member: €1,385

# Advanced Negotiation Skills

Master your negotiations and maximise the value in every deal

Negotiations are about getting the best value you can from what's on offer and finding ways to expand your options for mutual benefit. From tactical approaches to practical techniques, this programme challenges and builds upon your innate negotiation skills.

## This programme's for you if:

You want to maximise your ability and effectiveness in a broad range of negotiation situations.

## The Experience:

This is a demanding experience, but one that will help you to identify and build on your strengths, as well as recognise and learn to overcome the challenges and hard-bargaining tactics that can hinder negotiations.

You will learn about the mutual gains approach to negotiation, how to distinguish interests from positions and gain valuable tools and tactics for all stages of the negotiation process, including the crucial ability to control your own emotions and reactions.

Core concepts include: mastering power imbalances; responding to hard-bargaining tactics; building trust; bargaining effectively; demonstrating persuasive reasoning and charismatic reasoning appropriately; and maintaining relationships while in highly pressurised negotiations.

## The Results:

As a regular negotiator, this programme will provide you with a framework to master your ability to work on your feet by preparing for and analysing complex negotiations.

[Find Out More](#)



## Course Details

2 consecutive days



## Programme Delivery

IMI Virtual Learning Environment (VLE)



## Schedule

### Programme 1

29 & 30 November 2021



## Price

Corporate Member:	€1,145
Non-Member:	€1,385



# Inspiring Leadership Performance

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## in numbers

90% 

Over 90% of surveyed professionals feel more prepared to lead their organisations into the future having completed an IMI programme.

 14,000

In the past 5 years, over 14,000 senior professionals have shifted their mindsets through IMI programmes to deliver powerful impacts for their organisation.

500 

Nearly 500 SMEs have energised their performance and advanced their innovation potential through IMI programmes since 2014.

190 

190 of the world's top thinkers have delivered inspiring thought-leadership events at IMI since 2014.

2,500 

IMI has empowered 2,500 organisations to deliver transformational change since 2014.

# Top 100

IMI is amongst the world's top 100 in execution education for Open and Custom programmes, according to the 2020 Financial Times global rankings.