

The Apprentice – Leadership and Management

Course length: upto 3 hours*

Course Code: 103107BT004

Covering a range of leadership and management skills including communication and motivation, this course will help you become a more organised manager and a more effective leader.



Benefits for the Learner

If you ever wondered if you could out-perform the candidates on “The Apprentice”, this series of courses is a must!

You’ll take a closer look at some of the best sales, negotiating and leadership techniques displayed by the candidates during the hit TV series. Sir Alan’s right-hand man, Nick Hewer, will guide you through a series of realistic business tasks designed to assess and improve your own skills and you’ll be given plenty of practical tips and advice to help you apply what you’ve learnt to your own job.

Benefits for the Business

Sir Alan Sugar’s no-nonsense approach to business and his ruthless boardroom appraisals made “The Apprentice” a smash hit.

These courses build on the success of the show to deliver new skills in three areas of business particularly close to Sir Alan’s heart. By analysing examples of business successes and failures filmed during the show, your managers will develop a really sound understanding of which sales, negotiation and leadership techniques might work in their own jobs – and which they would be wise to avoid!

What You Get From This Course

Having completed this course, you will be able to:

- Define your sales goals using SMART objectives
- Plan and prioritise sales activity
- Identify opportunities to generate increased revenue streams
- Apply a range of practical management styles, roles and techniques
- Lead and motivate your team to succeed
- Research and analyse the essential facts prior to negotiating
- Adapt your negotiation style to different situations and people

How Long Does the Course Take?

You can work through this course at your own pace. It should take you between 1 and 3 hours to complete.

*Please note this course will be supplied on a DVD ROM