

Harvard ManageMentor® 10

PUT DOZENS OF WORLD-CLASS GURUS ON EVERY DESKTOP IN YOUR ORGANIZATION—24/7

Harvard ManageMentor is the most practical, engaging resource for fostering management skills and applying them on the job immediately.



CONTENT

PRACTICAL ADVICE, DOWNLOADABLE TOOLS, AND TIME-SAVING TIPS

Your managers will have access to dozens of modules addressing daily management responsibilities ranging from running a meeting to developing a strategy—and everything in between.

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|---------------------------|---------------------------|-------------------------|
| Budgeting | Feedback Essentials | Performance Measurement |
| Business Case Development | Finance Essentials | Persuading Others |
| Business Plan Development | Goal Setting | Presentation Skills |
| Career Management | Hiring | Process Improvement |
| Change Management | Innovation and Creativity | Project Management |
| Coaching | Innovation Implementation | Retaining Employees |
| Crisis Management | Laying Off Employees | Strategic Thinking |
| Customer Focus | Leading and Motivating | Strategy Execution |
| Decision Making | Managing Upward | Stress Management |
| Delegating | Marketing Essentials | Team Leadership |
| Developing Employees | Meeting Management | Team Management |
| Difficult Interactions | Negotiating | Time Management |
| Dismissing an Employee | New Manager Transitions | Virtual Teams |
| Diversity | Performance Appraisal | Writing Skills |

WHAT'S NEW

Harvard ManageMentor 10, drawing from substantial new research and investments, enhances managers' day-to-day performance and engages them with:

- a fresh look and feel
- 125+ executive perspectives
- 200+ interactive learning activities
- optimized content layout
- audio downloads for every topic
- 350+ video elements

...plus more than 500 tried and true tools, worksheets, and step-by-step guides that have been the cornerstone of success for this premier online performance support program.

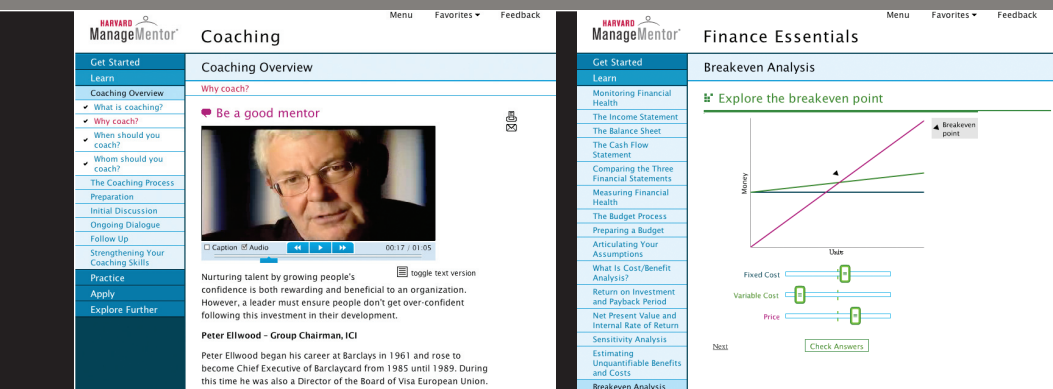
EXPERTS

MENTORS FOR THIS PROGRAM

Today's foremost business leaders, practitioners, and experts collaborate on the development of each module. Advisors for Harvard ManageMentor include:

- Norman Augustine
- Timothy Butler
- Anne Donnellon
- David A. Garvin
- Edward Hallowell
- James L. Heskett
- Linda A. Hill
- Robert S. Kaplan
- Philip Kotler
- John P. Kotter
- V. G. Narayanan
- James Waldroop

...and many more.





PROGRAM ELEMENTS

PROVEN LEARNING AND REINFORCEMENT TOOLS IN EVERY MODULE

Each topic is organized by the following sections:

Get Started	Grabs the learner's interest with a media-based scenario (What Would You Do?), provides a topic overview, and offers multiple paths through the content.
Learn	Presents the key ideas of the topic and reinforces them with interactive activities. Many learning points are complemented by short video clips of relevant, compelling stories told by leading global business executives.
Practice	Provides real-world scenarios and self-tests to check learners' understanding of the concepts. Managers hone new skills and receive instant feedback in a safe environment.
Apply	Offers practical tools, steps, and tips for applying concepts on the job. Downloadable forms and worksheets are ideal for continuous use and flexible application.
Explore Further	Points to additional resources on the topic.

Additional features:

Audio Downloads pack powerful learning experiences into a convenient portable format.

Favorites can be bookmarked by each user for quick future reference.

Competency Tests are also available for integration into each module.

SUPPORT

IMPLEMENTATION SERVICES

Harvard ManageMentor is quick and easy to deploy via your LMS or intranet. Our Implementation Services team can help you develop an effective rollout strategy, and can also customize the product to meet the specific needs of your organization for even greater impact.

Many more Harvard Business School Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

learn more

phone 800.795.5200
(outside the U.S. and Canada,
call 617.783.7888)

email corporatelearning@hbsp.harvard.edu

online www.corporatelearning.hbsp.org

TARGET AUDIENCE

Harvard ManageMentor is ideal for managers at all levels who face a wide variety of business challenges on a daily basis.

Building and refining this group's ability to effectively apply both hard and soft skills on the job will directly affect your organization's success.

COMPLEMENTARY OFFERINGS

Harvard ManageMentor is available in nine languages to support your global initiatives.

Extend the program's impact with additional leadership development offerings, such as:

Stepping Up to Management

A step-by-step guide to meeting the management challenge

Developing as a Leader

An action-oriented leadership development program for mid-level managers

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.



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