

the  
naked  
leader



Flexible development tools for  
the whole company for the  
price of a single course?

Don't believe us?

Introducing...

## Naked Leader Business Essentials

Now is the time to train and develop your staff, and our  
action workbooks provide the platform you need to do just that.  
Practical techniques and guidance to develop  
business leadership in a format that's accessible to all.



Your future - take it or lead it...

[www.nakedleader.com](http://www.nakedleader.com)

# The Need: leadership training and development on demand

Challenging and uncertain business conditions mean:

- » Leadership and managing in adversity is a priority
- » People need to support the goals of the business
- » Getting the most from every resource is vital
- » Businesses need to find and generate new opportunities

The need is clear: businesses rely on leaders who are capable of developing performance and delivering results.

In short, leaders have to focus on their business, their teams and themselves.

Our products meet this need by providing proven techniques and leading edge ideas, at a time that suits your business.

**Naked Leader Business Essentials** is a series of 50 workbooks, each offering exceptional insight and practical guidance.

They are used by executives, HR professionals and consultants for:

- Coaching executives in vital business leadership skills
- Providing practical ideas and support during a reorganisation or major initiative
- Enhancing skills development programmes



Your **future** - take it or **lead it...**



All of our products are:

**Sold with the rights to copy and distribute** – a single payment entitles you to unlimited copying and distribution within your organisation

**Action-oriented** – providing proven techniques for a range of leadership challenges

**Fully comprehensive** and written by internationally-experienced business leaders and writers

For further details, including free information and product samples, visit:

[www.nakedleader.com](http://www.nakedleader.com)

# Naked Leader Business Essentials

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## About

### Naked Leader Business Essentials

Each workbook (covering 1 topic) is typically 10-20 pages and include:

- **Overview and benefits** – what it is and why it matters
- **Action checklist** – the core: what to do and how to do it
- **Things you can do** – practical ideas and insights to ensure success
- **Dos and don'ts** – quick guide to the essentials
- **Avoiding pitfalls** – how to ensure success and avoid mistakes
- **Key questions** – designed to stimulate thinking and identify areas for improvement
- **Further action** – work-based suggestions to enhance skills and success
- **Further information** – details of books, organisations and online sources

Our writers not only bring top-level practical experience but also inquisitive minds, a dislike of jargon and fads, and the ability to write for leaders.

**“The definition of insanity is doing the same thing over and over again and expecting a different result each time.”**

(Albert Einstein quoted in ‘Developing People’)

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## When to Use

### Naked Leader Business Essentials

These workbooks can be used to suit your specific needs. For example, they are valuable for:

- Coaching executives in essential business and leadership skills
- Talent management programmes and succession planning
- A reorganisation or major initiative
- Skills development programmes

### Why Buy Naked Leader Business Essentials?

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NLBE workbooks help individuals to plan their development and improve their skills.

Each workbook is:

**Cost-effective** – sold with the rights to customise and distribute within your organisation. You have access to world-class business thinking for all your employees

**Time-efficient** – the essentials made practical and stimulating

**Valuable in a range of situations** – including coaching, development programmes and leading change

**Flexible** – enabling you to focus on the topics of greatest relevance

**Comprehensive** – supporting business strategies and complementing other techniques (such as the Balanced Scorecard)

# Naked Leader Business Essentials

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## Leadership

1. Managing Performance, Appraising and Engaging Employees
2. Building a High Performing Team
3. Coaching and Mentoring
4. Developing Collaboration and Operating in a Matrix Management Structure
5. Developing Audacity and Avoiding Mistakes
6. Developing People
7. Ensuring Adaptability and Delivering Results
8. Managing Talent and Succession Plans
9. Leading Change
10. Leading Leaders
11. Visionary Thinking
12. Benefiting from Diversity and Working Across Cultures
13. Developing Motivation and Employee Engagement
14. Recruiting and Selecting the Right People
15. Leading People: The Essentials

## Operations and Information

16. Benefiting From Information and Technology
17. Developing Your Business On-line
18. Managing Knowledge and Information
19. Mastering Creativity and Innovation
20. Problem Solving

## Finance and Profitability

21. Boosting Profitability
22. Controlling Costs and Cash Flow
23. Making Budgets Work
24. Managing Business Risk
25. Using Ratio Analysis

## Sales and Customers

26. Brand Building
27. Relationship Management and Client Engagement
28. Building Customer Loyalty
29. Competing for Business
30. Marketing and Market Planning
31. Developing a Market Entry Strategy and Product Launch
32. Leading a Customer-focused Organisation
33. Selling and Sales Techniques
34. Pricing

## Strategy

35. Acquisition Strategy
36. Globalising Your Strategy
37. Using Management Audits and SWOT Analysis
38. Scenario Planning
39. The Forces Changing Business
40. Surviving a Downturn
41. Thriving or Surviving – Why Organisations Succeed

## Personal Effectiveness

42. Influencing People, Handling Conflict and Being Assertive
43. Developing Your Career and Succeeding at Interviews
44. Entrepreneurial Decision-making
45. Managing Time and Stress
46. Effective Negotiating
47. Advanced Negotiating Skills
48. Personal Development Planning
49. Inspiring Trust
50. The Successful Leader's First 100 Days

All products are available in Adobe Acrobat PDF format.  
For further information including a free sample or to order  
online, visit:

[www.nakedleader.com](http://www.nakedleader.com)

# Ordering Information

Further details or to order visit: [www.nakedleader.com](http://www.nakedleader.com) or phone 01483 766502

<b>Naked Leader Business Essentials</b> <b>Less than 500 employees</b>	(excludes VAT)
<b>Full set</b> of 50 workbooks	£2,500 (save £500)*
<b>Individual</b> workbooks, bought separately	£60
<b>Modules</b> Leadership (15 topics)	£790 (save £110)*
Sales and Customers (9 topics)	£495 (save £45)
Strategy (7 topics)	£380 (save £40)
Finance and Profitability (5 topics)	£270 (save £30)
Personal Effectiveness (9 topics)	£495 (save £45)
Operations and Information (5 topics)	£270 (save £30)

\* This is the saving if the whole module is bought, instead of buying each £60 workbook separately

Products are supplied in Adobe Acrobat PDF format and can be downloaded online. This option is only available for less than 500 employees. Alternatively it can be supplied on USB stick. Please ring 01483 766502 if you would like this, or you need any other information.

<b>Naked Leader Business Essentials</b> <b>500 or more employees</b>	(excludes VAT)
<b>Full set</b> of 50 workbooks	£4,000 (save £750)*
<b>Individual</b> workbooks	N/A
<b>Modules</b> Leadership (15 topics)	£1425
Sales and Customers (9 topics)	£855
Strategy (7 topics)	£665
Finance and Profitability (5 topics)	£475
Personal Effectiveness (9 topics)	£855
Operations and Information (5 topics)	£475

\* This is the saving if all 50 are bought, instead of buying each module separately as below

Products are supplied in Adobe Acrobat PDF format and will be customised with your organisation's name and sent to you on USB stick within 5 working days. This option must be purchased for 500 or more employees.

## Naked Leader Business Essentials

Practical techniques and guidance to develop business leadership in a format that's accessible to all.

All sales are subject to our standard terms and conditions – see [www.nakedleader.com/content/nlbe-t-c](http://www.nakedleader.com/content/nlbe-t-c) for details.



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# More About the **Naked Leader**

What do we do?

We help **you** make lasting **change**, very **fast**.

Through Leadership Commonsense - Stuff that Works.

Our Services include:

## David Taylor as your Keynote speaker

"David's ability to ignite any audience into action is remarkable." Lord Tim Bell.

## Get Back 2 Business

How to succeed in any economic climate.

We unlock the skills that you already have through coaching, one-day events and sharing the exact actions that work, customised to your agenda.

## Business Confidential

We facilitate you to resolve your most sensitive board level issues - quickly, discreetly, permanently.

## One Team – One Vision

In just one day we can move a disparate group of people to be as one (Don't believe us? Find out).

## Fast Track Coaching

We get YOU to make lasting change, very fast (and we mean very fast).

## World-Class IT

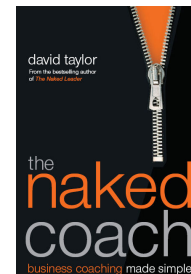
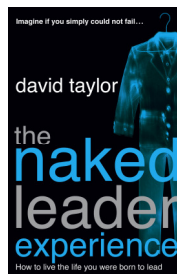
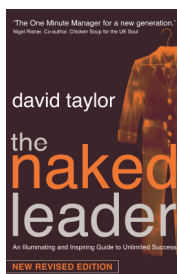
Working within your IT team to transform your people, performance and relationships. We coach you through the definitive business leadership toolkit for IT professionals, customised to your agenda. Coaching and one day events.

## Events

Public and In-Company (customised) – Entertaining, Inspirational and Action provoking.

## The Naked Office – while keeping your clothes ON!

For entrepreneurs who want very fast-track growth in their companies (as featured on Virgin1). 5 stage programme.



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