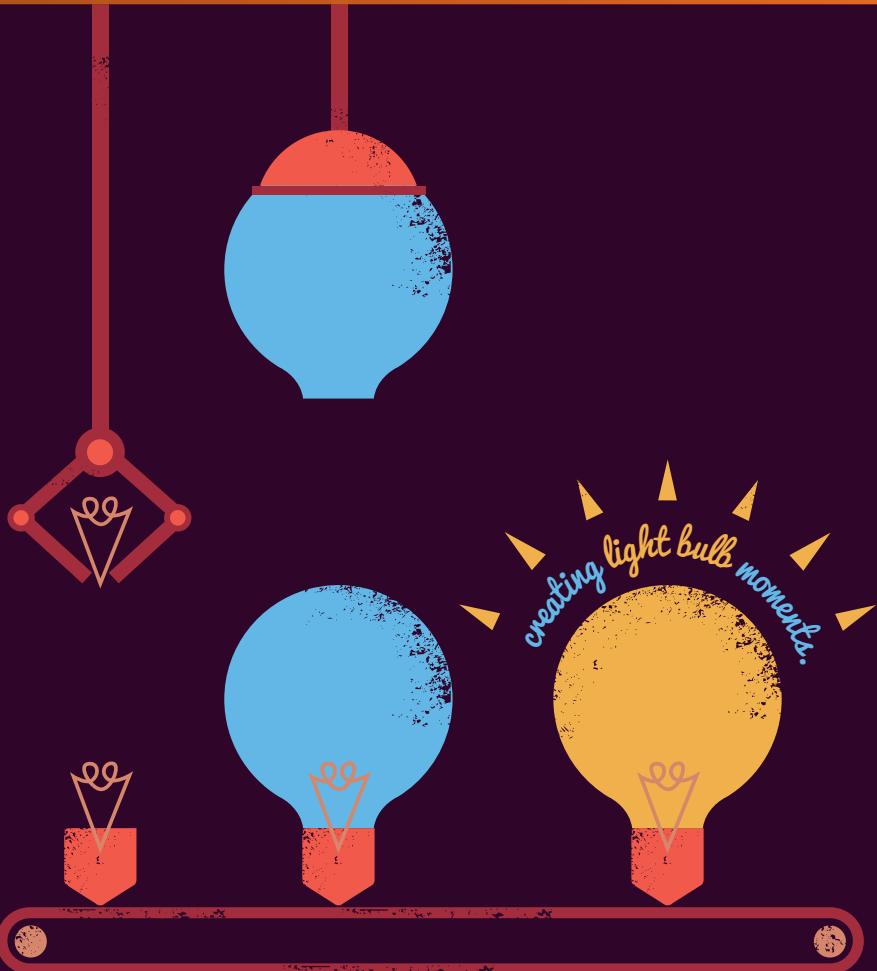




# INCREASING PERSONAL POWER



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[www.cranfield.ac.uk/som/ipp](http://www.cranfield.ac.uk/som/ipp)

**Increasing Personal Power is a personal development programme for dedicated leaders, aspiring managers and sales professionals.**

Here at The Praxis Centre, Cranfield School of Management, the Centaur model of management and leadership development has been changing lives for 25 years and this is Centaur's flagship programme.

Increasing Personal Power provides a unique opportunity to gain a true and lasting insight into the inner workings of your personality, communication and influencing potential. It was co-created with delegates over many years and still continues to evolve.

On your personal journey towards finding the visionary leader that you can become, your first life affirming experience will be a thorough introduction to the Centaur approach.

This model uses a singular technique to give you precise access to the thinking styles and attitudes first of yourself, then quickly of those around you empowering you to anticipate traits of individual disposition.

Armed with this remarkable ability to interpret the emotional subtleties of your colleagues, you will find a new, empathetic approach to the management and motivation of others. From this point you are uniquely placed to maximise your personal credibility, influence and effectiveness in all areas of your life for the rest of your life.

When you step back into your workplace following this programme, you will immediately sense the palpable change in your approach as you begin the most defining and significant period of your career.

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**PROFESSOR SUSAN VINNICOMBE OBE**

Director, The Praxis Centre,  
Cranfield School of Management

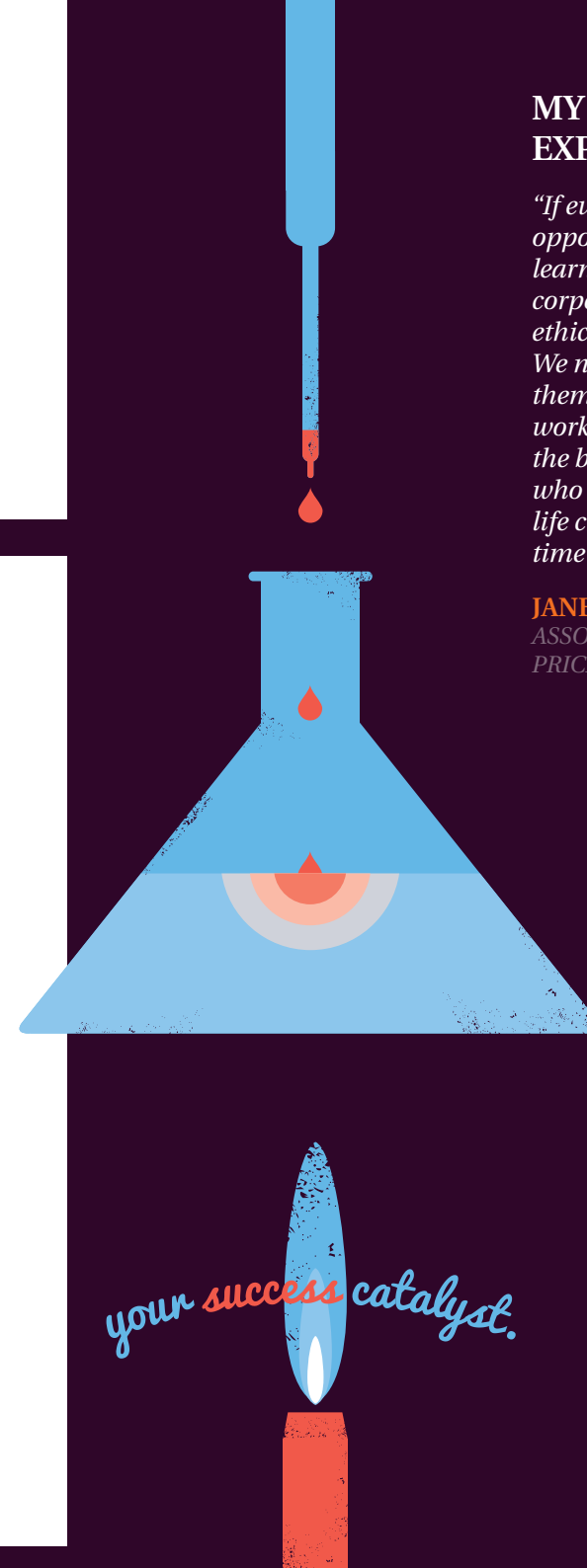
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## MY CRANFIELD EXPERIENCE

*"If every leader of business had the opportunity to learn what I have learned over the last 3 days the corporate world would be a more ethical and inspiring place to work. We need leaders who understand themselves and the people who work for them and work not only the business but also the individuals who generate that business. This is a life changing course, the best use of time and money I can imagine."*

**JANETTE JONES**

ASSOCIATE PARTNER,  
PRICEWATERHOUSECOOPERS



## INCREASING PERSONAL POWER.

### WHAT IS IT ABOUT?

Increasing Personal Power combines energising inter-active classroom teaching with focused personal development sessions. Each stage of discovery is managed by Praxis individually selected team of certified professionals uniquely trained in depth personal development work.

Having gained an understanding of your hidden potential, as a delegate you will learn to step beyond the attitudes that have been limiting your true potential.

Through our unique and powerful Centaur model, you will go on to develop the singular skill of reading emotional and behavioural tendencies in others from the physical structure of their bodies. This body - mind link, validated by current research in neuroscience\* will enable you to anticipate operating styles in others and will equip you with the advantage of crafting a leadership style of your own that is sensitive, ethical and effective.

### ORGANISATIONS THAT HAVE ATTENDED THESE PROGRAMMES:

Zurich Financial Services  
Waitrose Ltd  
PricewaterhouseCoopers  
MOD  
Visa

### WHAT WILL I GET OUT OF IT?

- A step change in personal presence, impact and influencing capability.
- Greater appreciation of the collective and individual motivational needs of your teams.
- A unique insight into how best to inspire yourself and those around you.
- Tangible improvement in your confidence, profile and personal achievement.
- The basis of an enthusiastic work ethic and a sense of fulfilment in your life.
- An introduction to the notion of ethical politics.

### WHAT WILL MY ORGANISATION GET OUT OF IT?

- An attuned and inspirational leader.
- A collaborative and responsive team dynamic.
- A collective consciousness manifest in a language for better communication of commonly shared goals.
- A new and clearly identifiable confidence in creative and expansive performance expectation.
- The foundation of a strong, lasting and ethical corporate culture.

### PHILOSOPHY OF APPROACH

Combining the latest developments in the field of human behaviour with the guiding principles of the Perennial Philosophy, the enduring essence of this programme draws on both classical and contemporary sources of wisdom.

Rooted in classical psychology and underpinned by the latest discoveries in neuroscience, the Increasing Personal Power programme provides a grounded and practical approach to liberating your untapped capacity for inspiration and visionary leadership.

Renewed, re-energised and 're-booted', you will step into work and immediately begin to live the change you have created for yourself.

*"Listen in every office, you hear the threads of love and joy and fear and guilt, the cries for celebration and reassurance. And some how you know that connecting those threads is what you are supposed to do and business takes care of itself."*

**JAMES AUTRY**  
Retired CEO

### THE BODY – MIND CONNECTION

A Key to the Inspirational Leadership Journey



\*NB. This is not body language

\*Inspired originally by Alexander Lowens bioenergetics the Centaur approach links seamlessly with the emerging focus on the brain over the past two decades. "The new understanding we have of the brain focuses attention on the unitary nature of the mind-brain-body-being."

(P114 Coming Into Mind, Margaret Wilkinson, Routledge 2006)

## INCREASING PERSONAL POWER.

### PROGRAMME OUTLINE

To expand the outer reaches of your imagination, this programme brings a number of techniques together in to one powerful teaching forum;

- From Praxis team of individually selected certified professionals, a classroom introduction to the Centaur model of personality identification and empathy.
- Learning from spontaneous, real 'in situ' management and motivational challenges within the delegate group.
- Case study work featuring motivation of colleagues, influencing of clients and the honourable participation in the political arena at work.
- Personal development exploration.
- Creation of an increasing personal power plan.
- Post programme mentoring follow-up session.

### PROGRAMME CONTENT

#### Module 1

- The Centaur Approach – a journey of discovery. Including:
  1. *The big picture of human potential*
  2. *The five personality types and how to identify their traits.*
- Increasing Personal Power. How your newly honed responsiveness empowers you to access your own talents and then motivate and inspire others.
- Analysis of case study management challenges.
- Consolidating learning for practical application back at work.

#### Module 2

- Review of principles of Centaur and application methodology.
- Rigorous training in using the Centaur model with colleagues and clients.
- Creating a manifesto for personal and managerial change.
- Reflections on leadership, ethical politics and corporate cultural opportunities.
- Follow-up coaching.

### WHO IS IT FOR?

Managers who are intent on becoming the motivational and visionary leaders of tomorrow.

Individuals who want to identify a personal style that will elevate their own and their teams' performance from effective to exceptional.

Increasing Personal Power is particularly suited to the individuals on the point of embracing wider people management responsibilities and to those who wish to forge a positive corporate culture within their organisation.

### PROGRAMME LEADERS

Sandy Cotter is a founding member and director of The Praxis Centre for Personal Impact and Development at Cranfield School of Management.

Sally Potter is a visiting fellow at Cranfield School of Management.

They have built around them a team of highly qualified course tutors with specific experience in this pioneering programme of growth and personal development.

### COURSE DETAILS

**Visit:** [www.cranfield.ac.uk/som/ipp](http://www.cranfield.ac.uk/som/ipp)  
**Contact:** Sue Boshier  
E: [susan.boshier@cranfield.ac.uk](mailto:susan.boshier@cranfield.ac.uk)  
T: +44 (0)1234 754506  
F: +44 (0) 1234 754822  
**Faculty:** Sandy Cotter, Programme Director  
**Duration:** 3 + 2 days



Sandy Cotter



Sally Potter

*"This is the one management course that I can honestly say that over the years I have kept coming back to the teaching of Sandy Cotter and her team."*

#### GILES CROMPTON

Project Leader,  
GlaxoSmithKline



**YOUR  
CRANFIELD  
EXPERIENCE  
STARTS HERE.**

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