



The Currie Leadership Development Program

One of the themes that consistently arises at all of Currie Management Consultants, Inc. dealer/distributor group meetings is how to develop leaders. At times it is your identified successor(s) of your dealer/distributorships, or it might be your current managers that have leadership potential. Many times the answer to developing these individuals is to bring them to dealer or distributor group meetings. What can happen is they become lost, or worse, frustrated with this environment. They lack the fundamental business knowledge or confidence to take part in the process or are afraid to broach subject matters that may seem trivial to the principals in the room.

CMC looks at the development of a dealer/distributor leader on two levels. The first level of development is basic business knowledge. This knowledge is specific to your industry and to dealerships/distributorships which includes knowing the Currie Financial Model

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with all the details. The second level of development centers on the leadership behaviors that drive the execution of the Currie Financial Model. The leadership behaviors that are taught are the building blocks of great leadership. They are: mental agility, interpersonal finesse, change mastery, and goal orientation. The CMC process combines the knowledge of the Financial Model with leadership behaviors in an environment where they can safely begin to develop.

Our response to your demand for developing leaders is a forum by which we educate and coach these leaders through a series of meetings (two per year for two years) and monthly coaching calls. We are happy to report that over 60 managers/leaders have completed the CMC Leadership Development series.

We hear you and are in the process of forming another group. The rest of this brochure outlines the process. We look forward to hearing from everyone.

**Invest in developing your
leadership team and secure the
future success of your
dealership/distributorship!**

Highlights of the Currie Leadership Development Program:

- Attend four workshops over a two year period
- Participate in monthly coaching calls
- Develop networks with participants from other industries
- Gain operational knowledge around the Financial Model
- Learn leadership behavioral skills

Why Attend?

"It was, without a doubt, the most important, useful education I've received since college (and more "real" than just about anything I learned in college!)"

S Riley, General Manager, Groff Tractor & Equipment Co. Inc.

"Shortly after completing the course I was forced into a role of leadership that I anticipated to be many years down the road. The guidance, coaching and leadership development I received from this program prepared me well. I owe a great deal of my success to the Currie Group." E. Fitzgerald, V.P., Fitzgerald Equipment Co., Inc.

"The Currie Leadership Development program has been instrumental in my personal growth and the growth of our business division. I learned very practical, useable tools and tactics to help me in the long term planning and day to day execution of our business. I often refer back to the materials that we learned, specifically in setting goals for the business." S. Hennie, V.P. General Manager, Cleveland Division, Hy-Tek Integrated Systems

"This program is ideal for transitioning middle managers and helping them understand the "big picture" of an organization. And, most importantly, how we make money!" P. Farrell, General Manager, Modern Group

"The Currie Leadership Development program gave me a larger understanding of the daily trials and tribulations a business owner encounters. I have been able to take this new understanding and improve my leadership and communication skills, and as a result was able to improve my associates' and their locations' performance." C. Stephens, Retail Sales Manager, SM Tire

Workshop Facilitators



Lead Facilitator
Michelle B. Currie, M.A.

Michelle works with distributor groups in the lift truck, material handling, agricultural equipment, construction equipment, commercial tire, transport refrigeration, compressor, and power systems industries.

In this role, she provides leadership and management training, Executive Coaching, and individual coaching. She also facilitates individual distributor projects, conducts field research, works on quarterly management meetings, company turnarounds, sales and account management work, and other projects.

She joined Currie Management in 1987 after publishing a regional magazine. Michelle earned her B.A. in Management from Regis College in Weston, Massachusetts and her M.A. in Counseling Psychology from Assumption College in Worcester, Massachusetts.

Other facilitators involved with the workshops are:



George M. Keen,
Senior Consultant



Robert P. Currie,
Senior Consultant



Matthew J. Hicks,
Consultant

There are four workshops scheduled in six month intervals. This allows participants time to incorporate new behaviors between sessions and achieve goals.

Coaching calls are scheduled in the months between the workshops. Participants decide whether to have individual coaching or group coaching.

Workshop #1

“Overview of a Successful Dealership/ Distributorship & Understanding Self and Others”

- Participants are introduced to the Currie Financial Model and leave with a strong knowledge of the business model and how it fits within the global marketplace.
- Pre-assessments in MBTI and Emotional Intelligence. Participants will be able to identify their strengths and challenges as leaders.
- Participants will leave with specific behavioral goals.

Workshop #2

“Sales Department/ Account Management & Assertive Communication”

- Using case studies and lecture, participants will learn the what, how, and why of Account Management and the operation of a Sales Department.
- Pre-assessments in Assertiveness and/or Communication Effectiveness.
- Participants will have a deeper understanding of their communication and assertiveness styles and leave with techniques to improve assertive communication at work.



Workshop #3

“Aftermarket Management & Teambuilding”

- Participants will have a detailed knowledge of the Aftermarket departments including parts, service, and rental. Lecture and case studies will be utilized.
- Participants will know how they rate on their team effectiveness and create a development plan to improve their team building behaviors.
- Team building lecture and exercises.

Workshop #4

“Valuing a Business, Understanding the Balance Sheet & Leadership Theories”

- Participants will understand the factors that affect the value of a business and they will understand the different ways of valuing a dealership or distributorship.
- Participants will work case studies to increase their knowledge of the balance sheet and how it impacts the viability of a dealership/distributorship.
- Several different Leadership Theories will be explored and practiced.

Contact Information:

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Publications

List available on CMC website
<http://www.curriemanagement.com/articles.html>

Workbook Series

Achieving Profit Potential in the New Millennium

- Service Workbook
- Fleet Management
- Overview of a Successful Dealership — Sustainable Change in Your Company (Late2011)
- Sales Department and Account Management (2010)
- Rental Workbook (2010)

Order on CMC site, by fax or, outside US, on Amazon.com or BarnesandNoble.com

Registration

Return to:

Currie Management Consultants
ATTN: Cathy Friedman
Fax: 508.752.9226

Please use a separate registration form for each participant

— Check here if registering more than one participant per company

Participant Information

Last Name	First Name	Position/Title
Dealership/Company Name		
Mailing Address		
City	State/Province	Zip/Postal Code
Telephone	E-mail Address	

Workshop Fees

The fee for the Leadership Development Program is \$5,500 per participant to be paid over the two year period. You will be billed \$1,000 upon the formation of the group and \$750 for the following six quarters.

These fees include the four workshops, monthly coaching sessions, and any individual coaching that is necessary.

Expenses associated with the meetings will be shared and billed similar to that of our Best Practices groups (fixed costs based on membership and variable costs based on attendance.)

Next Steps

For optimum learning the group should be between 10 and 16 participants. When we reach the minimum, we will schedule the first meeting in November. So, if you are interested, let us know. If you would like to talk to some past participants, let us know and we will get you names and numbers.