

TONY MANNING'S
*Speaking*Topics®

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"I help large organisations improve their performance by helping them create and implement Radical Strategy™, inspire the imagination and spirit of their people through Strategic Conversation, and develop the Strategic IQ of their organisations to ensure lasting success."

- **NEW MIND, NEW MILLENNIUM.** New realities vs. old ways of thinking. Global trends in politics, society, economics, and technology and their likely impact on your business. How customer behaviour is changing. How companies are adapting. Key factors challenging management today. How to see and exploit emerging opportunities ahead of the competition.
- **RADICAL STRATEGY™.** How to survive and thrive in the new age of hostile competition. Why the competitive temperature will continue to rise—and how to stay ahead. How to break free of the pack when your competitors' strategies look alike—and just like yours. Which strategy tools work best in today's turbulent environment, and how to use them. Breakthrough business models. How to create and implement a radical strategy. The 30-day planning process as a tool for ensuring implementation.
- **COMPETE THROUGH SERVICE.** Lessons from leading companies. What today's customers expect. One-to-one relationship building. How to plan and implement a service improvement strategy. Measurement and goal-setting. Using technology to lock customers in for life. Recruiting, training, and managing people. New directions in marketing communication.
- **LEADING THE WAY.** The leader's skills. The power of purpose. Shaping the corporate character. New kinds of organization for the 1990s and beyond. Work as "conversation." Avoiding the "tyranny of teamwork." How to combine tough leadership with participation and empowerment. Developing tomorrow's leaders.
- **MANAGING CHANGE.** Understanding the new environment. Identifying your "breakpoints." Breaking the non-performance cycle. A four-step model for effective change management. Key levers. The leader's role. The power of projects. Getting results fast. How to win and keep support. Keeping the process alive and on course.

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