



To book or to register your interest, please call

Allyson Hatherill on:

01923 859999

or e-mail:

allyson@amed.org.uk

or use the attached booking form and return to:

Allyson Hatherill, AMED, The Gardeners Cottage, Shenley Park, Radlett Lane, Shenley, Herts WD7 9DW

AMED is a Registered Charity

OCTOBER 9TH 2002
Building Personal Development Plans
£400 + VAT members
£500 + VAT non members

Alan Mumford - Well known management development writer and consultant and author of the unique study "How to choose the right development method".

"Everyone should have a Personal Development Plan"

This Masterclass will help participants work on the problems they may have in turning this mother statement into useful achievement. Alan Mumford will review aspects of his 25 years of experience on structured PDP's especially :

- His model for a PDP process
- The relevance, or otherwise, of systems and forms
- How to get effective development from development centres
- Common mistakes and how to avoid them

Participants should bring with them issues and problems around PDP's - including their own.
A special discount will be available on Alan's PDP resource manual published by Peter Honey Learning (see AMED Newsletter January 2002).

Time: 10.30am - 4.30pm
Venue: 6 Cannonbury Place, Islington

NOVEMBER 12TH 2002
Directing the Strategic Processes of Thought
£400 + VAT members
£500 + VAT non members

Jerry Rhodes - Founder of the world-wide Effective Intelligence Network and formerly Managing Director of Kepner-Tregoe (Europe)

It is thinking that multiplies value. An organisation's results stem directly from the quality, speed and depth of its thought. This is what directors (should) direct. Jerry's work over 25 years with businesses has laid bare the thinking processes required to connect people and systems. Directors now have a duty of care and even due diligence to lead the thinking of the organisation.

This masterclass will ask directors to work with both the objective "hard" and the subjective "soft" aspects of three key roles:

- Quality Assurance of thought: testing proposals, leadership via evaluation.
- Questioning: without (any) knowledge, the message and how it's conveyed.
- Questing for innovation: challenging dead thinking & envisioning leadership.

Time: 10.30am - 4.30pm
Venue: 6 Canonbury Place, Islington

THE ASSOCIATION FOR MANAGEMENT EDUCATION AND DEVELOPMENT : Masterclass Programme 2002



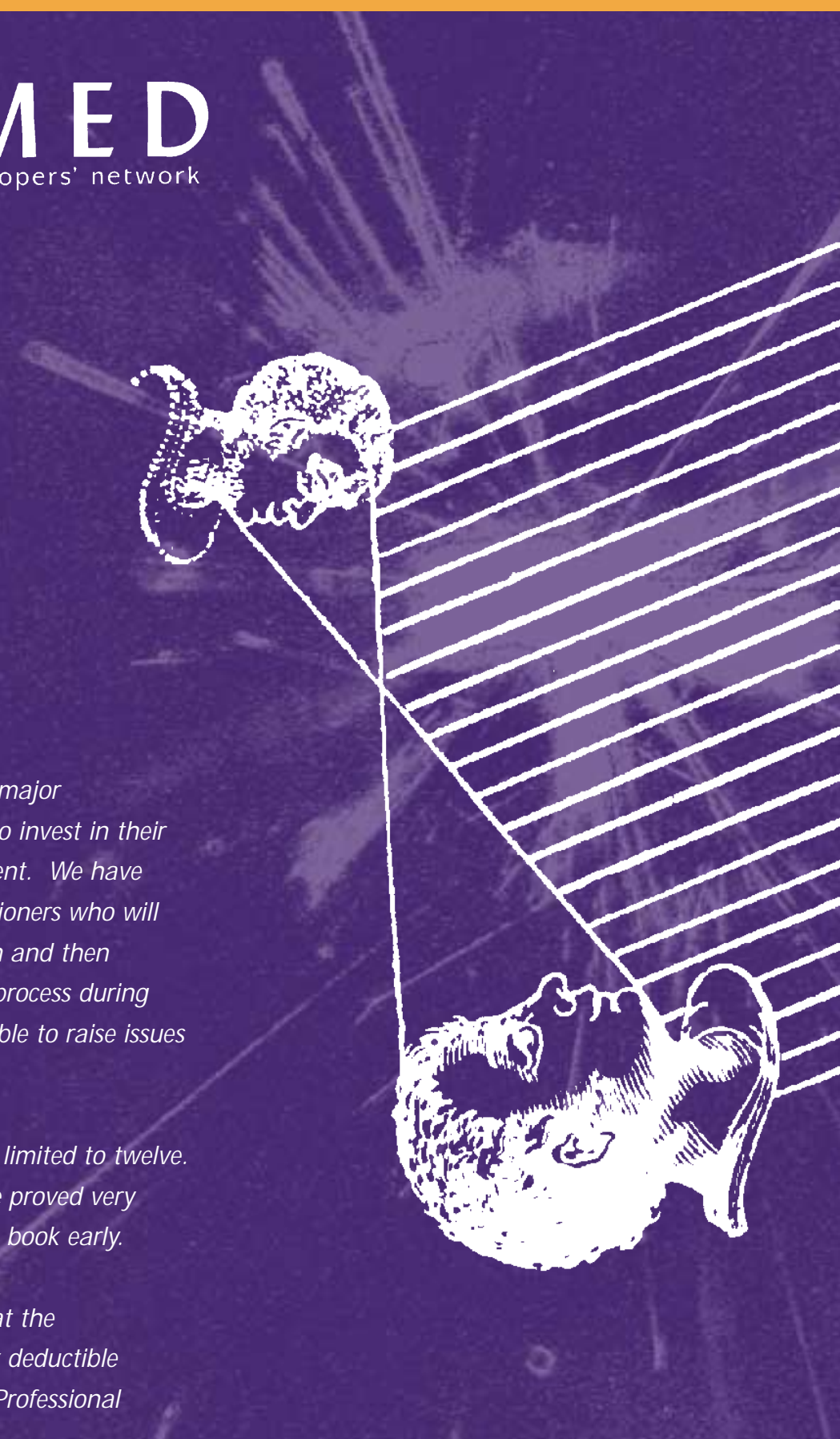
PROGRAMME INCLUDES:

- Bob Garratt
- David Clutterbuck
- Ian Cunningham
- Roy Williams
- Alan Mumford
- Jerry Rhodes
- Clive Morton
- Bruce Nixon
- Bob Mason

This Masterclass Series is a major opportunity for developers to invest in their own professional development. We have chosen leading edge practitioners who will make an initial presentation and then develop a more interactive process during which participants will be able to raise issues for debate.

Numbers are in some cases limited to twelve. Previous Masterclasses have proved very popular so it is necessary to book early.

It is worth remembering that the Masterclasses should be tax deductible as part of your Continuing Professional Development.



MARCH 22ND 2002

Towards Board Performance:
Developing Boards, Directors and Top Executives
 £400 + VAT AMED members
 £500 + VAT non members

Professor Bob Garratt - author and Board and Director Development Consultant, Chair of Media Project International and visiting Professor at Imperial College

- The day will focus on:
- understanding the basis of effective direction-giving
 - the pressures for increasing directoral accountability
 - the linkage between Learning Organisations and Learning Boards
 - the pressures for Board Audit and directoral appraisal

This workshop will review Bob's work over the last 25 years, starting with experience at GEC which led to the original "The Learning Organisation" book, through his work with many boards in the UK and overseas which resulted in "The Fish Rots From The Head". It will also cover the issues of implementing strategy which led to the "Twelve Organisational Capabilities" and current work on board performance. Also "positive professionalisation" as a way of countering corruption at board level which is leading to a new book - "Thin on Top".

The day will start with an hour's introduction by Bob. The rest of the day will focus on issues and specific problems from participants. A copy of "The Fish Rots From The Head" will be included in the price of the masterclass. There will be a maximum number of 12 participants.

Time: 10.00am - 4.30pm
 Venue: 6 Canonbury Place, Islington

APRIL 17TH 2002

Leading HR
 £250 + VAT AMED members
 £350 + VAT non members

Clive Morton, Jon Sparkes & Andrew Newall Authors of the recently published "Leading HR"

In this masterclass, the speakers draw on their wealth of experience to provide thought provoking ideas and practical examples on ways to improve business by enhancing the key role of HR. The speakers will show how the same leadership, good practice and strategy can be adopted for any organisation. A copy of the book, "Leading HR" will be included in the price of the masterclass (usual price £25.00).

Time: 10.00am - 4.00pm
 Venue: 6 Canonbury Place, Islington

MAY (TBC) 2002

Consulting in Large Organisations
 £250 + VAT AMED members
 £350 + VAT non members

Roy Williams, Consultant and practitioner with BP and other global organisations

- This masterclass looks at the requirements for successful consultation in large, complex enterprises. Participants will learn about :
- Multi client systems - who are the customers, influences and sponsors
 - Power, politics and values
 - The impact of differing cultures - specialist/line, national, mergers and takeovers
 - The key stages in the change process
 - The critical relationship between understanding the enterprise as such and understanding change, learning and organisation development
 - Key skills and credibility needed by the consultant

Roy draws on experience from work with large organisations around the world. This follows his Masterclass in Oct 2001, and he will be taking some of these ideas further and looking at them in more depth.

Time: 10.00am - 4.00pm
 Venue: 6 Canonbury Place, Islington

JUNE 26TH 2002

Developing Both the Human and Social Capital of a Business
 £400 + VAT AMED members
 £500 + VAT non members

Ian Cunningham - Chair of Strategic Developments International Ltd and Visiting Professor in Organisational Capability at Middlesex University.

Has management development been too focused on individualistic development that may increase human capital - but which will have little impact on the social capital of a business? Or is "social capital" just a new fad? Senior managers don't seem to think so. They want people to be able to collaborate better, to share ideas and to work together in the interests of the business. They want to see "more bang for their bucks" from management development spend. Ian's workshop will address these issues and how organisations can create more value from their development activities.

Time: 10.00am - 4.00pm
 Venue: 6 Canonbury Place, Islington

JULY 12TH 2002

Developing Learning Teams
 £400 + VAT AMED members
 £500 + VAT non members

David Clutterbuck - Europe's best known authority on mentoring and co-author of "Mentoring Executives and Directors".

- Why does most of the effort put into team building rapidly go to waste?
- teams constantly change membership so the team is no longer the same
 - there are at least six different types of teams functioning in different ways
 - task goals rapidly swamp learning goals back at the workplace
 - the absence of *team learning plans* means there is little clear link between individual learning and organisational learning so development effort within the team becomes unfocused.

David will explore the relationship between Task, Learning and Behaviour within the effective team and how balancing these three elements leads to sustainable team performance. He will also look at practical processes, by which teams can ensure that their learning is both continuous and mutually supportive. Along the way he will tackle some myths about the role of the team leader and some ways of working with reluctant learners.

Time: 10.00am - 4.00pm
 Venue: 6 Canonbury Place, Islington

AUGUST 29TH 2002

Diversity - Profit & Prejudice
 £250 + VAT AMED members
 £350 + VAT non members

Bob Mason, Former HR Director for BT UK. Deputy Chairman of Employers' Forum on Disability and former Chair of the Equal Pay Taskforce.

- What exactly is diversity and how are businesses stepping up to the challenge it poses?
- Do they see any advantage in truly embracing diversity?
- Is legislation a spur to action or an unhelpful imposition?

Unconscious prejudice is endemic. But too often, sadly, conscious prejudice also raises its head. This masterclass seeks to challenge the notion of diversity as being simply an HR issue and encourages individuals and managers in all areas of the business to move diversity up the strategic agenda.

Time: 10.00am - 4.00pm
 Venue: 6 Canonbury Place, Islington

SEPTEMBER 26TH 2002

Developing Strategic Leadership - An Introduction to Real Time Management Development and the Strategic Leadership
 £250 + VAT AMED members
 £350 + VAT non members

Bruce Nixon, Grahame Pitts & Terry Gibson - Three practitioners with a wealth of experience in business

This will give you an inspiring, holistic and practical approach to develop strategic leadership and bring about organisational transforming and learning, all at the same time. It has worked well in a wide variety of organisations. The tragedy of the 911 has made it clear the big issues are everyone's business. The approach provides an opportunity to identify the most relevant global issues and see in them potential strategic opportunities. It can evoke a greater sense of corporate citizenship, servant leadership and commitment to making a difference to the big issues of our time. There will be an equal mixture of input, dialogue and practical work on your business

Benefits : an approach you can use, a potential network of interested colleagues, decisions for action. Bruce Nixon's two books, "Making a Difference - Strategies and Tools for Transforming your Organisation" and "Global Forces - A Guide for Enlightened Leaders - what Companies and Individuals can Do", will be available at discounted prices

Time: 10.00am - 5.00pm
 Venue: 6 Canonbury Place, Islington



AMED MASTERCLASS BOOKING FORM

To book a place on a Masterclass, please complete and return this section to:
 Allyson Hatherill, AMED, The Gardeners Cottage, Shenley Park, Radlett Lane, Shenley, Herts WD7 9DW.
 Tel/Fax: 01923 859999
 or E-Mail: Allyson@amed.org.uk

PARTICIPATION FEES:
 (please tick the appropriate box)

- AMED Member
 Non-member

Masterclass	Date of Event

Mr/Ms/Mrs/Dr _____ First name

 Surname

 Organisation

 Job Title

 Address

 Postcode

 Tel no

 E-mail

PAYMENT DETAILS:

- Cheque made payable to AMED enclosed

Credit Card details:

 Card No

 Expiry date

 Address Card registered to

 Signature of card holder

- Please invoice my organisation quoting order reference

Payment in full is due one week prior to each event. After this time you will be asked to provide credit card details.

Please note submission of this form represents a confirmed booking subject to the cancellation policy below. Cancellation Policy - a fee of £50 + VAT will be charged for any cancellation made up to 3 weeks before the event, after which time we regret that no refunds will be possible. Replacement will be accepted as long as due notice is given. AMED is a company limited by guarantee with charitable status. Charity number 1043052 Company No: 3005782 VAT registration no 650 157457