



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.

Currie looks at the development of a dealer/distributor leader on two levels. The first level is basic business knowledge. This knowledge is specific to your industry and to dealerships/distributorships which includes knowing the Currie Financial Model 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 Currie process combines the knowledge of the Financial Model with leadership behaviors in an environment where they can safely begin to develop.

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

Highlights of the Currie Leadership Development Program:

- Attend four quarterly workshops during 2019
- Participate in monthly coaching calls
- Develop networks with participants from other industries
- Gain operational knowledge around the Financial Model
- Learn advanced leadership behavioral skills

Our response to your demand for developing leaders is a forum by which we educate and coach these leaders through a series of meetings (each quarter for a period of one year) and monthly coaching calls. We are happy to report that over 80 managers/leaders have completed the Currie Leadership Development series.

CURRIE MANAGEMENT CONSULTANTS, INC.

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There are four workshops scheduled at 3-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, - Feb. 11-12, 2019

“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.

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

THE CURRIE COACHING TEAM



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 and Executive 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.



Robin Currie

Robin Currie, Senior Consultant, Currie Management Consultants is a facilitator of Best Practices Groups and the Leadership Development Workshops. She is also the creator and developer of The Currie Training Center. Her depth of industry knowledge (agricultural equipment, material handling, power generation, compressors, construction machinery, commercial tires, and more) along with her understanding of dealership/distributorship operations together with her passion for leadership development is a sought-after combination. A graduate of Simmons College and a mother of four children, she remains passionate about the antislavery movement and is head of "Not for Sale" in New England.

REGISTRATION INFORMATION

YOU MAY REGISTER ONLINE

[HTTP://CURRIETRAININGCENTER.COM/SCHEDULE-OF-EVENTS/](http://currietraidingcenter.com/schedule-of-events/)

Contact Information:

Main Office

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Worcester, MA 01605

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Email: admin@CurrieManagement.com

Email us: ...@CurrieManagement.com

Bob Currie	RPCurrie...
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Cathy F.	cmc...
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Jim H.	jhenderson...
John V.	jvandeusen...
Matt H.	service...
Michelle Currie	MCurrie...
Robin Currie	Robin...
Sandy P.	admin...

The Currie Training Center

Programs can be found on the Currie Training Center Website at:

<http://currietraidingcenter.com/schedule-of-events/>

Building Effective Leadership Skills,

Robin Currie

April 12-13, 2018

Leadership with Intent and Purpose,

Robin Currie

May 3-4, 2018

Running a Successful Rental Department,

Matt Hicks

May 7-8, 2018

Registration

Return to:

Currie Management Consultants, Inc.

ATTN: Sandy Pellecchia

Fax: 508.752.9226

Please use a separate registration form for each participant

 Check here if registering more than one participant per company

Last Name	First Name	Position/Title

Dealership/Company Name		

Mailing Address		

City	State/Province	Zip/Postal Code
_____	_____	_____
Telephone	Email Address	
_____	_____	

Workshop Fees

The fee for the Leadership Development Program is \$6,000 per participant. You can pay by credit card or Currie will invoice your company as follows: \$1,000 upon registration and \$1,250 per quarter for the four quarters of the program.

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. You will receive confirmation after you register, and you will receive meeting materials and information shortly after.