



# MITCHELL PHOENIX

## **Hidden Secrets of Management Training – Look Inside the Box!**

I recently added 20 yards of distance to every club in my golf bag with no effort whatsoever (and the chipping now is sublime). For the non-golfers out there, this is quite a significant improvement. For the golfers out there, send cheques to...

I have played the game for about 15 years achieved a reasonable standard and plateaued, content in the knowledge that I know enough to be competitive and to enjoy myself. Over the years I have taken, on average, two lessons per year, read copious amounts in magazines, watched my heroes on the TV, dreamed of faultless rounds, practiced my bad habits at the driving-range and, of course, played once a week.

I would say that I qualify as a golfer. My discovery was so basic, so fundamental, that I had classified it years ago as something I already did and, therefore, dismissed it from the long list of possibilities for making improvements. This raises the question; what else do we discount as known and, therefore, applied?

In my first year with Mitchell Phoenix I remember a meeting I had with the CEO of Ferranti and fell into the trap of proudly telling him about everything we did. After listening patiently he said, "Yes. We do all that. What more is there?" Years later I came up with the perfect response. At that moment, I was flummoxed.

In management, "What more is there?" The answers are likely to have been staring us in the face for eons; it's just that they were part of the furniture. When things are taken for granted it's hard to see their true value. This is what managers are up against and the challenge is to rediscover the hidden power of simple truths that have disappeared from consciousness.

I see Mitchell Phoenix management training programs as containing the kind of insights to bring about substantial gains personally and corporately with little effort. Some of these insights may never be uncovered in an entire career in management. If you want to add 20 yards to every club in your management bag re-examine your application of everything you know. Look inside the box.