



Mitchell Phoenix Design and Deliver Microsoft Education Leads Development Program Worldwide

Challenge

Microsoft's Education Leads – the worldwide group responsible for selling into the education sector – are in rapid growth. Part of Microsoft's strategy for managing this expansion is to create a common approach for all the Education Leads, no matter where they are in the world. They wanted to construct a shared management framework and language, designed to create a unified identity for this group of widely dispersed experts, and enhance their level of influence both inside and outside their organization.

Solution: A series of 3 linked seminars over 7 months, delivered worldwide

In consultation with Microsoft, Mitchell Phoenix designed a Leadership and Management Development Program consisting of three linked seminars over seven months. With over 70 delegates based around the world, course days were run in **Athens, Amsterdam, Barcelona, Beijing, Florida, London and Singapore**, October 2010 - July 2011. In the months between each seminar, delegates applied the material from the program to the challenges they faced in the workplace, generating business results. Then, at the start of each subsequent seminar they reported these results back to their groups in formal business

Mitchell Phoenix are an international leadership and management development company. For the last 20 years from offices in London and New York they have provided training for clients such as HSBC, Microsoft, Airbus, Stanley Tools, Schlumberger Sema, LogicaCMG and many others.

Since 1988 they have pioneered an approach to training that focuses exclusively on the creation of business results in clients' workplaces. All of their development programs are based on 4 key principles:

1. The purpose of any development is to create measurable business results in the client's organization
2. The content of any program must be sufficiently robust that it will create the desired results
3. The structure of any program must be one day per month - delegates create the required results between the seminars
4. The seminar leaders in any program must expert at mobilizing others to use the course material to create results

presentations, sharing experiences and further shaping their common approach. Mitchell Phoenix also provided telephone support between seminars, assisting delegates in their application of the material to create the solutions they required.



Microsoft Beijing

“Building a program that immediately engaged smart, passionate people wasn't an issue. Getting them to use it was the challenge. I think the results speak for themselves.”

James Donnelly
President
Mitchell Phoenix USA



Results

Delegates reported over 100 individual results. Here is a sample:

Result 1: Progressing a stalled project

An Education Lead was responsible for a project that had not progressed for some time. Using the communication tools from the program, he managed to persuade two senior colleagues from other areas of the business to commit their time and expertise to the project. The delegate reported that, with their help, the project has now been scheduled to go live in Q4.

Result 2: Gaining funding for a business plan

A Education Lead set out to build a country wide 'Alliance for Education' with partners from within the industry to define standards for the education market in areas such as IT procurement, reference architecture and so on. However, the initiative failed to gain full commitment from all parties.

With the material from the program in mind, the Education Lead restarted the "Alliance for Education" initiative and focused on ensuring all stakeholders' interests were clearly covered. He ran a consultative event where all participants contributed and everybody's view was represented. The result was an agreement to jointly fund the business plan for the 'Alliance for Education' for the forthcoming period.

Result 3: Successful negotiation

A Education Lead was running negotiations with a Ministry of Education for a national agreement on provision. Using the material on preparation for meetings and concrete objectives, the Education Lead called his team together and planned how they would conduct a successful negotiation. They created a full, clear set of objectives for the discussions, and went through them point by point with the Ministry officials. At one stage the officials became obstructive, and then downright abusive. The team were so clear and confident about their objectives for the meetings that they dealt with this tactic diplomatically but firmly. Over time the officials gradually came around to the Education Team's way of thinking.



"I personally first experienced Mitchell Phoenix' unique training style in the early 1990's and the principles I learnt on this program have been applied daily, by me, ever since. I would say it is the best leadership development program I have ever experienced and will form the foundation of the Education Community DNA and help foster mutual co-operation and support as part of an Education Leadership community helping us all to make the right decisions and providing the Education Leadership for our company that will help us grow share and manage change effectively."

Mark East, General Manager, Microsoft Education Industry Group

"Having a common language and code of practice is in itself an invaluable foundation for a business built on teams spread across a geographic region. Most people have to learn to influence without authority and influence upwards to gain support, and the tools and practices here are exemplary."

Steven Duggan, Education Lead Western Europe

"The overview of how we influence people and use techniques to have an impact on your business created an overall feeling, which was the most important thing. The time to reflect on how we work with people, go to the market, deal with partners, discuss issues and see the whole business has been valuable."

Manish Mishra, Education Lead Japan

"The time to reflect on being in a context with other leaders, to work collaboratively with others who have the same problems, and to find where strengths lie and fine tune your behaviour, brings you to a higher level and makes you stronger as a leader. This training was something special because it did not involve going through an exercise to find an "answer" – it went deeper and was more about your personality and how you relate to your environment."

Christian Ramioul, Education Lead West Africa

"The simplicity of how the ideas are presented is key. I think because of this course I will be a better coach and better communicator. It is instinctive and logical." **Amir Montassir, Education Lead Egypt**

To find out how Mitchell Phoenix can help your business, call:
UK office +44 (0) 333 123 3450
USA office: +1 917 402 2020
enquiries@mitchellphoenix.com
www.mitchellphoenix.com

© Mitchell Phoenix, 2011