

THE PRAXIS CENTRE

# INCREASING PERSONAL POWER

**DEVELOP GREATER SELF  
AWARENESS AND A POWERFUL  
INSIGHT INTO OTHERS**



# INCREASING PERSONAL POWER

[www.cranfield.ac.uk/som/ipp](http://www.cranfield.ac.uk/som/ipp)

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Increasing Personal Power is a personal development programme for dedicated leaders, aspiring managers and sales professionals

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Here at The Praxis Centre, Cranfield School of Management, the Centaur model of management and leadership development has been changing lives for 25 years and this is Centaur's flagship programme.

Increasing Personal Power provides a unique opportunity to gain a true and lasting insight into the inner workings of your personality, communication and influencing potential. It was co-created with delegates over many years and still continues to evolve.

On your personal journey towards finding the visionary leader that you can become, your first life affirming experience will be a thorough introduction to the Centaur approach.

This model uses a singular technique to give you precise access to the thinking styles and attitudes first of yourself, then quickly of those around you empowering you to anticipate traits of individual disposition.

Armed with this remarkable ability to interpret the emotional subtleties of your colleagues, you will find a new, empathetic approach to the management and motivation of others. From this point you are uniquely placed to maximise your personal credibility, influence and effectiveness in all areas of your life for the rest of your life.

When you step back into your workplace following this programme, you will immediately sense the palpable change in your approach as you begin the most defining and significant period of your career.

## “ MY CRANFIELD EXPERIENCE

*“If every leader of business had the opportunity to learn what I have learned over the last 3 days the corporate world would be a more ethical and inspiring place to work.*

*We need leaders who understand themselves and the people who work for them and work not only the business but also the individuals who generate that business. This is a life changing course, the best use of time and money I can imagine.”*

**JANETTE JONES**

ASSOCIATE PARTNER

**PRICEWATERHOUSECOOPERS**



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## WHAT IS IT ABOUT?

Increasing Personal Power combines energising inter-active classroom teaching with focused personal development sessions. Each stage of discovery is managed by Praxis individually selected team of certified professionals uniquely trained in depth personal development work.

Having gained an understanding of your hidden potential, as a delegate you will learn to step beyond the attitudes that have been limiting your true potential.

Through our unique and powerful Centaur model, you will go on to develop the singular skill of reading emotional and behavioural tendencies in others from the physical structure of their bodies. This body - mind link, validated by current research in neuroscience\* will enable you to anticipate operating styles in others and will equip you with the advantage of crafting a leadership style of your own that is sensitive, ethical and effective.

## ORGANISATIONS THAT HAVE ATTENDED THESE PROGRAMMES:

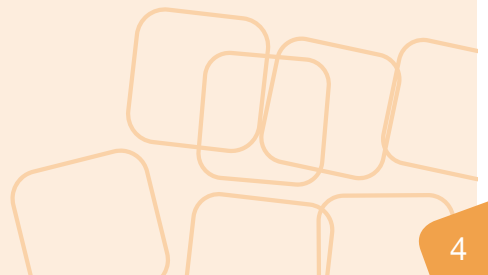
Zurich Financial Services  
Waitrose Ltd  
PricewaterhouseCoopers  
MOD  
Visa

## WHAT WILL I GET OUT OF IT?

- A step change in personal presence, impact and influencing capability.
- Greater appreciation of the collective and individual motivational needs of your teams.
- A unique insight into how best to inspire yourself and those around you.
- Tangible improvement in your confidence, profile and personal achievement.
- The basis of an enthusiastic work ethic and a sense of fulfilment in your life.
- An introduction to the notion of ethical politics.
- An understanding of how to manage yourself and others under pressure.
- A refreshed sense of purpose, focus and direction.

## WHAT WILL MY ORGANISATION GET OUT OF IT?

- An attuned and inspirational leader.
- A collaborative and responsive team dynamic.
- A collective consciousness manifest in a language for better communication of commonly shared goals.
- A new and clearly identifiable confidence in creative and expansive performance expectation.
- The foundation of a strong, lasting and ethical corporate culture.



# INCREASING PERSONAL POWER

## PHILOSOPHY OF APPROACH

Combining the latest developments in the field of human behaviour with the guiding principles of the Perennial Philosophy, the enduring essence of this programme draws on both classical and contemporary sources of wisdom.

Rooted in classical psychology and underpinned by the latest discoveries in neuroscience, the Increasing Personal Power programme provides a grounded and practical approach to liberating your untapped capacity for inspiration and visionary leadership.

Renewed, re-energised and 're-booted', you will step into work and immediately begin to live the change you have created for yourself.

*"Listen in every office, you hear the threads of love and joy and fear and guilt, the cries for celebration and reassurance. And somehow you know that connecting those threads is what you are supposed to do and business takes care of itself."*

**JAMES AUTRY**  
Retired CEO

## THE BODY – MIND CONNECTION

A Key to the Inspirational Leadership Journey

The Centaur lens allows you to identify attitudes of mind from physical patterns of tension in the body.\*

Recognising people's attitudes of mind tells you how individuals will respond to given situations.

Knowing how they will respond enables you to plan a sensitive approach to motivating and influencing.

Sensitive, attuned motivating and influencing achieves excellent outcomes.

\*NB. This is not body language

## PROGRAMME OUTLINE

To expand the outer reaches of your imagination, this programme brings a number of techniques together in to one powerful teaching forum.

- From Praxis team of individually selected certified professionals, a classroom introduction to the Centaur model of personality identification and empathy.
- Learning from spontaneous, real 'in situ' management and motivational challenges within the delegate group.
- Case study work featuring motivation of colleagues, influencing of clients and the honourable participation in the political arena at work.
- Personal development exploration.
- Creation of an increasing personal power plan.
- Post programme mentoring follow-up session.

## PROGRAMME CONTENT

### MODULE 1

- The Centaur Approach – a journey of discovery. Including:
  1. The big picture of human potential
  2. The five personality types and how to identify their traits.
- Increasing Personal Power. How your newly honed responsiveness empowers you to access your own talents and then motivate and inspire others.
- Analysis of case study management challenges.
- Consolidating learning for practical application back at work.

### MODULE 2

- Review of principles of Centaur and application methodology.
- Rigorous training in using the Centaur model with colleagues and clients.
- Creating a manifesto for personal and managerial change.
- Reflections on leadership, ethical politics and corporate cultural opportunities.
- Follow-up coaching.

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## WHO IS IT FOR?

Managers who are intent on becoming the motivational and visionary leaders of tomorrow.

Individuals who want to identify a personal style that will elevate their own and their teams' performance from effective to exceptional.

Increasing Personal Power is particularly suited to the individuals on the point of embracing wider people management responsibilities and to those who wish to forge a positive corporate culture within their organisation.

## PROGRAMME LEADERS

**Sandy Cotter** is a founding member of The Praxis Centre for Personal Impact and Development at Cranfield School of Management.

**Sally Potter** is a visiting fellow at Cranfield School of Management.

They have built around them a team of highly qualified course tutors with specific experience in this pioneering programme of growth and personal development.



Sandy Cotter



Sally Potter



## “ MY CRANFIELD EXPERIENCE

*"This is the one management course that I can honestly say that over the years I have kept coming back to the teaching of Sandy Cotter and her team."*

**GILES CROMPTON**  
PROJECT LEADER  
**GLAXOSMITHKLINE**

### PROGRAMME DETAILS

**Visit:** [www.cranfield.ac.uk/som/jpp](http://www.cranfield.ac.uk/som/jpp)

**Contact:** Sue Boshier  
E: [susan.boshier@cranfield.ac.uk](mailto:susan.boshier@cranfield.ac.uk)  
T: +44 (0)1234 754506

**Faculty:** Sandy Cotter, Programme Director

**Duration:** 3 + 2 days



# CRANFIELD MANAGEMENT DEVELOPMENT CENTRE

**The Increasing Personal Power programme is held three times a year at the Cranfield Management Development Centre (CMDC). Full board accommodation (if required) and all sessions are usually held in this conference centre which has an established reputation for being one of the best centres in the country.**

Located in a rural setting on the Bedfordshire/Buckinghamshire border, CMDC is conveniently situated to the M1 motorway, railway stations and major airports. We even have an airport on site!

## TAKING CARE OF YOUR EVERY NEED

We understand that development doesn't only happen in the lecture room. That is why the CMDC provides inviting lounge areas where you can network with your colleagues, restaurants that allow conversation to flow easily as you enjoy the excellent cuisine, and fitness facilities including a swimming pool, sauna and exercise room, to relax and invigorate you at the end of the day.

## A HOME FROM HOME

After a hard day's learning, lie back and relax in one of the 186 modern en-suite bedrooms, all of which are designed to make you feel at home. The amenities include free broadband access, freeview television, a great working area with appropriate light and desk space and a music centre to help you unwind.



### Our residential Open Programme fees include

tuition, course materials, full board accommodation and lifelong access to The Cranfield School of Management Alumni Network.



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**SO FAR FROM THE 'NORMAL' LEADERSHIP  
COURSE AND SO CRUCIAL TO THE SUCCESS  
OF THE LEADER IT SHOULD BE COMPULSORY.**

**THIRZA SAWTELL**  
DIRECTOR OF STRATEGY AND TRANSFORMATION  
NHS NW London

**YOUR CRANFIELD  
EXPERIENCE STARTS HERE**



**THE PRAXIS CENTRE**

Cranfield School of Management  
Cranfield, Bedford, England, MK43 0AL

T: +44 (0) 1234 754502

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