

# COMPANY WATCHING



## Understanding the personalities of the businesses you work for and with

Just like people, organisations have personalities, characters and moods! Jim Yates explains how understanding corporate culture can help you work better with businesses you meet.

Just as knowing what makes an individual tick, being aware of the nature and style of the businesses you deal with will make a difference.

The talk aims to get you thinking about your approach and your ability to adapt to the circumstances.

Examples from Jim's business experience will help you:

- Understand why companies behave as they do
- Relate to them better and
- Drive change more effectively

He'll do this with the aid of:

- Cat Stevens
- Robbie Burns
- Bruce Springsteen
- Five monkeys and a banana
- Trigger's brush
- An Iceberg
- Tony Blair
- ...

He'll also explain the mystery of MD's overalls!



**IChemE** ADVANCING  
CHEMICAL  
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**Institution of Chemical Engineers**

*Evening Meeting with IChemE NW Members Group*

*Date: 2 February 2012*

*Time: 17:30 refreshments, 18:30 start*

*Location: Alma Lodge Hotel, 149 Buxton Road,  
Stockport, Cheshire, SK2 6EL*

**PRACTICAL MANAGEMENT FOR A CHANGE**

<http://www.fulcrum-management.co.uk>

[jim@fulcrum-management.co.uk](mailto:jim@fulcrum-management.co.uk)

Telephone +44 161 487 3520 or +44 774 058 9012