

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!



PRACTICAL MANAGEMENT FOR A CHANGE

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