



#### Management by Missions Case study & Workshop Coaching to win Insights from Seville Football Club

Timoney Alumni Module Seville

#### Thursday 25 - Saturday 27 May 2017





#### 2nd Alumni Workshop Seville - May 2017

Following on a successful 2 day Alumni Leadership module in Malaga & Seville in 2016, we are organising it again this year.

The short and intense few days in the company of fellow alumni and peer leaders is an excellent opportunity to continue learning and discuss the challenges and opportunities facing you as a leader



#### Friday 26 May Management by Missions

Dr Carlos Rey UIC Barcelona



#### **ULC** Dr Carlos Rey Professor of Strategic Management and barcelona Director of the Chair Management by Missions and Corporate Governance



Professor of Strategic Management and Director of the Chair Management by Missions and Corporate Governance Universitat Internacional de Catalunya (UIC Barcelona)

Visiting professor at Instituto Internacional San Telmo.

He is business strategy & change management consultant for companies such as Coca-Cola, Sony, Camper, Repsol or Bristol Myers Squib.

positions in India, Mexico, United Kingdom & Spain.

Formerly, he was Managing Director of HUF Spain and held managing He is co-author of Management by Missions, published in six languages, and several articles of strategy, leadership and change management.

# MANAGEMENT BY MISSIONS PABLO CARDONA & CARLOS REY

#### Management by Missions is a fresh approach in Strategic Management and Talent management fields.

Management approaches and systems have limitations that are not easily overcome simply by including non-financial objectives or by promoting a system of values imported from outside the management system.

What is needed is a new management system capable of enriching and making sense of the objectives. Management by Missions (MBM) rises above the limitations of earlier systems and, at the same time, takes into account other recent innovative approaches such as Management by Competencies or Balanced Scorecard.

This workshop helps leaders learn to use mission-based management as a method for putting into practice your company mission. Participants undertake a practical exercise working in groups to develop shared missions, indicators and objectives to contribute to the corporate mission.

Management by missions is a more human, richer and, out of a sense of mission, more demanding way of managing companies, better able to guide and give meaning to the work people do.

#### Benefits of Management by Missions

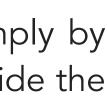
• It increases commitment and leadership among the members of the organization.

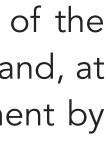
• It breaks functional silos and improves cooperation between areas and departments. • It improves communication and facilitates strategy implementation.

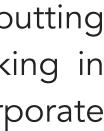
• It promotes new idea generation and personal involvement.

• It increases motivation.

• It improves the working atmosphere.









## Thursday 25- Saturday 27 May Outline Timetable

#### Thursday afternoon

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**Coaching to Win** A session on Thursday afternoon with Management team of Seville Football Club on coaching & leadership Seville FC have been Europa League winners for the past 3 years



Thursday evening

**Entrepreneurs Dinner** A discussion on Thursday evening with two entrepreneurship exploring how they built and lead sustainable businesses







2 case studies & a workshop in San Telmo Business School Management by Missions & Sustainable Innovation



#### Friday evening dinner in Seville...



### Free time on Saturday morning





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## Saturday

#### Flight: Dublin - Malaga

(arrive morning) Travel to Sevilla by coach Visit & meeting with key coaching staff at Seville Football Club Dinner & discussion on experience since the ALP

### Sessions in San Telmo Dr Carlos Rey (UIC Barcelona)

Dinner in city centre

Morning in Seville - free time Flight: Seville - Dublin

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### Arrangements

#### Fee includes:

- Academic fees,
- 2 nights accommodation,
- Coach in Malaga and Seville, including to and from airports,
- Meals (including dinners on Thur and Fri evening)

Fee: €1,200

Payable by cheque or EFT by Friday 28 April to

Timoney Leadership Institute Ulster Bank, College Green, Dublin 2 IBAN: IE40 ULSB98 50 10 14169957 SWIFT/BIC: ULSBIE2D

Note: please book your own flights as soon as possible to arrive in Malaga circa 11am on Thursday morning and leaving Seville at 2pm on Saturday.







#### **Book your place now**

info@timoneyleadership.ie

Ph: 01 676 0477

