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## “Management performance increases demonstrated in just weeks or months...”

**You are invited to accept this complimentary trial today**

Dear Senior Manager,

One of the most common observations I hear today from senior managers – when we really get to speak privately and candidly – is that they are being pushed from pillar to post, are at the mercy of the storm going on around them, and – because of that storm – their to-do list is ‘throbbing’ under an extreme amount of pressure.

If this is – by any measure – your experience, here is a breakthrough solution working powerfully for more and more organisations in the UK and beyond.

Alchemy for Managers now enables line managers and team leaders to step up to the mark, deal with, and competently solve problems as they arise, rather than allowing them to become the storm that hits your own in-tray.

Superior management performance is crucial for business success. We are all agreed on that. However, what we are discovering is that some specific methods work significantly better than others when building that management performance.

### **The reason is...**

Managers need on-the-job access to critical task-based information in order to *realistically* increase their performance. This effective just-in-time support is the holy grail of management development. We know now that it can be done.

The breakthrough Alchemy for Managers resource provides line managers and team leaders with instant access to the practical information, tools, tips, methods and techniques that enable them to ramp up their performance and create concrete, bottom-line results each and every day.



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You've heard of Superman – now here's Supermanager – made up of 82 of the most experienced management development consultants in the UK. A team of this calibre, with this depth of real practical experience has never been assembled before. With over 1,600 combined years of hands-on experience, the term Supermanager is well justified.

## Turning experts into answers and practical day-by-day solutions

Alchemy turns this massive pool of expertise into something really tangible and practical. It is about turning experts into answers and hands on solutions that your managers can use every day to get superior results.

Here are a few of the many reasons that Alchemy is so effective

1. It is designed to be an ideal resource for informal learning. You know as well as I do that the majority of learning takes place on-the-job – and Alchemy brings the right information to the time and place it is actually needed.

2. Remember the old truism – “People join great companies but leave bad managers”. Managers don't like staff churn; it causes them tremendous hassle and costs the organisation dearly. Alchemy enables managers to draw out the loyalty and engagement from their teams, and provide an environment where people thrive.

3. As you know, when you trace any problem or poor performance figures back through a causal chain – you will almost always find a management error, or action or inaction as the root cause. Getting management right in the first place will deny many problems the chance to even get started.

Pushing jobs down the management line is good management practice. Denying those managers the support to successfully step up to those jobs is not.

Team leaders and line managers deserve, and should get, everything they need to perform their jobs, not only well, but *very* well. They are otherwise operating under a handicap, and that inevitably leads to poor performance by them, their teams and ultimately the organisation.

Alchemy is proving on the front line that this no longer needs to be the case. With the right support at the right time, managers can realistically improve and make a tangible positive impact on the success of the organisation.

Alchemy needs to be experienced in order to be fully appreciated. Most importantly, experiencing it is the only way for you to be able to understand how it can enable actual tangible change in your



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managers and their teams. For this reason, I invite you to take a special 14 day free trial of the *complete* Alchemy resource I have arranged for you.

Simply go to the People Alchemy website and get your free trial today (see coupon on back page for web address).

My best wishes,

Paul Matthews, Founder – People Alchemy

P.S. Maximising productivity boils down to giving your people the tools they need, exactly when they need them and in a form they can use as easily as possible – that’s what Alchemy excels at doing.

## Testimonials

What has been most satisfying is not just seeing the effect of implementing the above on my own work but the effect on other staff as I have introduced them to the same topics and tips. The feedback has been very positive and I have found that I really enjoy coaching others to enable them to be more effective.

*(Anne, Office Manager)*

I had to do a ten minute presentation to a big group this morning. It’s the first one I’ve ever done, and to be honest I was dreading it. However, I spent a couple of hours last night going through the presentation topic in Alchemy and it helped me enormously. I put together a decent presentation, structured as suggested, with a couple of anecdotes. It went very well and I actually enjoyed it.

*(Jim, Account Manager)*

## Some key features

1. The content is intensely practical without the padding and “fluff” you often find in many business books. Therefore managers can find and apply new information directly and quickly, leading to immediate results.
2. Alchemy is regularly updated and expanded – ensuring it is relevant to today’s challenging management world.
3. Rather than using an editorial team, or ivory tower academics, Alchemy distils the experience of 82 of the top management consultants in the UK. It is written by experienced experts with advice, tools and methods that they know work in practice. Alchemy is reliable, credible and can be trusted as an information

- Rapport
- Reading Efficiently
- Recruitment
- Redundancy – Getting it Right
- Redundancy Survivors
- Risk Management
- Solutions Focus Approach
- Storytelling for Business
- Stress Management
- Talent Management
- Teambuilding
- Telephone Skills
- Time Management
- Training Delivery
- Transactional Analysis
- Violence and Aggression
- Vision and Mission
- Voice Skills
- Work-life Balance
- Working from Home

## Key features continued

resource on which decisions can be based.

4. Extensive usage reporting is available to enable an overview of what is currently important to managers, what their information needs are, and can be used to help identify the potential high flyers.

5. The look and feel of Alchemy is easily customised to match your organisational branding requirements.

6. Alchemy includes optional weekly management tips – a sequence of touch points that keeps managers reminded about what's important.

7. Content can be customised to allow the addition of specific forms, intranet links and content that match your organisation's unique needs. One of many customisation options is to include course manuals from a training programme. The synergy between Alchemy and your in-house training results in increased return on the investment in both.

8. Users can personalise Alchemy with the addition of their own individual notes and bookmarks.

9. Real learning only takes place when your managers use new information on the job at a critical moment. Alchemy is designed from the ground up to support this real-time learning. Every time your managers use Alchemy, they come away equipped to solve their current issue, and better equipped for the future.

10. Topic pages can be printed off to take to a meeting, to give to a team member or colleague, or to read on the train.

11. A simple, clean and very easy to use interface belies the technical sophistication under the skin. It is not cluttered by lots of gratuitous eye candy that distracts managers from their real need, which is just-in-time information.

12. Google style search and a highly consistent layout and structure means that after just a minute or two, any user can easily find their way around the extensive content to zero in on the precise nugget of information they need right now. Using Alchemy is more efficient to find information than any other resource, so saves managers time.



Take this free 14 day 100% complimentary trial of the full Alchemy resource for your company today. (with no obligation)

Simply go to [www.peoplealchemy.co.uk/?a=1068](http://www.peoplealchemy.co.uk/?a=1068)