The LF Essentials are a range of intensive half day and one day workshops designed to enhance key management skills to assist strategic leaders in the performance of their role.

LF Essentials are highly focused and practical, with learning outcomes linked to the application of these skills within the participant’s role, team, department and institution as a whole.

Participants are encouraged to identify live, real-time work issues, against which to benchmark strategies and plan actions arising from the insights, peer network advice and connections made during the day.

**New Essentials of Marketing**
**Date:** Wednesday 20 May 2015  
**Location:** Central London  
**Duration:** One day  
**Price:** £395 (member), £495 (non-member)

**Who is it for?**
Anyone working in an institution who wishes to develop their marketing, communications or customer engagement skills.

Using real-life case studies as a basis, delegates will gain the tools and confidence to invigorate their marketing strategies, projects and services across their institution and externally.

**Programme Facilitator:**
Rosemary Stamp, Leadership Foundation Associate

**New Essentials of Lean Management**
**Date:** Thursday 11 June 2015  
**Location:** Central London  
**Duration:** One day  
**Price:** £395 (member), £495 (non-member)

**Who is it for?**
Anyone interested in the principles of Lean Management, looking at how best to apply them in a university environment.

Exploring the role of management and staff engagement, and using real life examples and practical tools, this bite-size programme will increase confidence and capacity to apply Lean principles to your departmental and institutional needs.

**Programme Facilitator:**
Christine Stewart, Head of the Lean University, Cardiff University

**Essentials of Leading Reputation**
**Date:** Wednesday 3 June 2015  
**Location:** Central London  
**Duration:** One day  
**Price:** £395 (member), £495 (non-member)

**Who is it for?**
Focused on those working in and around senior positions, this one day programme will address how to approach and position your organisation’s reputation in an increasingly transparent and fast paced HE environment.

Key tools and practical advice will shape the programme, which will have at its core reputational leadership skills needed for real life impact and influence.

**Programme Facilitator:**
Ben Verinder, Director of Chalkstream Communication and CIPR Chartered Practitioner, and Sue Wolstenholme, CIPR Chartered Practitioner

**Essentials of Advanced Presentation and Public Speaking**
**Date:** Thursday 24 September 2015  
**Location:** Central London  
**Duration:** One day  
**Price:** £395 (member), £495 (non-member)

**Who is it for?**
Designed to support and enable participants to develop and hone their presentation skills, this workshop will be relevant for both professional and academic colleagues.

Delegates will acquire the skills and confidence needed to persuade, motivate, inspire and build trust with a range of internal and external audiences - a vital toolkit for those in and approaching leadership roles.

**Programme Facilitator:**
David Greatbatch, Leadership Foundation Associate

Find out more  
Please visit our Essentials webpage for further details: www.lfhe.ac.uk/essentials

How to book  
Book online at www.lfhe.ac.uk/essentials

Or contact the Essentials Coordinator:  
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