

# MACOLOGY 101

## CERTIFICATE MANAGEMENT PROGRAM

### 1. What is the Macology 101 Certificate Management Program?

The *Macology 101 Certificate Management Program* provides quality leadership training through a series of eight concise and powerful half-day programs. Selected candidates from a particular organization have the unique opportunity to experience the certificate series of classes together for the duration of the program and are asked to complete deliverables for each class, including participation on an accountability team.

### 2. Why is this program called “Macology 101?”

*Macology 101* is a term from the required reading, *Ask Dr. Mac*. In the story, the main character (Dr. Mac) is known for disseminating helpful management advice over the air waves as a radio show host. His advice in the story is referred to as “Macology” by his listeners.



### 3. What are the unique benefits to this program?

- a) Quality training from Greg Giesen, an award-winning management consultant, trainer, facilitator, author and graduate school professor.
- b) A series of bare-bones, cut-to-the-chase training sessions on the essentials of leadership.
- c) Complimentary management coaching to participants during the duration of the program.
- d) A two-way learning format complete with assignments, deliverables and the completion of pre-determined certificate requirements.
- e) A number of built-in accountability factors designed to guarantee results.
- f) An action-learning training format that is both fun and interactive.
- g) An opportunity to bond with peers in a unique learning environment.
- h) A comprehensive program that includes pre-and post-work, feedback sessions and an opportunity for each participant to deliver a commencement speech (with their immediate supervisor in attendance) at graduation.

### 4. Who exactly participated in the program?

The area managers at Anheuser-Busch were our latest client for this program. However, the senior management at Anheuser-Busch went through an abbreviated version of the program themselves in order to learn/re-learn the skills and to support the teaching principles that their area managers were learning during the program.

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### 5. What topics were provided in the individual workshops?

Each organization pre-selects six individual workshop topics (which are sandwiched in between the opening session and the graduation session) prior to the beginning of the program. Topics range from personality styles to change management to presentation skills. In the case of our client, Anheuser-Busch, the senior management selected the following topics for their area managers:

- True Colors Personality Styles
- Basic Presentation Skills
- Managing Team Dysfunction and Conflict
- Introduction to Teambuilding
- Coaching Skills
- Emotional Intelligence

### 6. Is a half-day (per topic) format enough time to teach the essentials of managing others?

We believe that a little bit of knowledge can go a long way if it is taught in the right manner. Because we are talking about the people skills side of management, all the topics overlap to some degree with each other. As a result, participants will not only grasp the fundamental leadership skills fairly easily but they will equally be able to apply them to multiple situations.

In addition, there is tremendous value in experiencing a series of classes with the same classmates and instructor over a period of time. By maintaining the learning process on an ongoing basis, self-awareness and retention is at its highest level.



### 7. What unique learning approaches were used and why?

We used an eclectic approach that included:

- Lecture/lecturette
- Experiential activities
- In class feedback
- Discussion groups
- Peer reviews
- Participant presentations
- Accountability group assignments
- One-on-one coaching
- Deliverables due between workshops
- Journaling

Each area manager also had a pre-and-post goals and objectives meeting with their immediate supervisor before and after the program.

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### ANHEUSER-BUSCH PARTICIPANT FEEDBACK

*The program was excellent because the material was very relevant to the situations our mid level managers face every day. It was also important to have our managers in a class that lasted several months. This is more effective than a one time program. We have also used his book to reinforce the principles learned in the program, thus multiplying the effectiveness.*

–Glenn Wilson, Sr. Plant Manager, Fort Collins Brewery

*Excellent teambuilding concepts! The Dr. Mac reference material was enlightening and entertaining.*

–Alison Buekle, Area Manager

*New creative approach to managing leadership and conflict for today's managers thru interaction and communication activities.*

–Doc Holliday, Area Manager

*This was an exceptional program to focus on important management skills and develop effective relationships with peers.*

–Randy Houchins, Area Manager

*This program took real life managerial situations and applied them to our day to day lives. The interaction with other area managers was insightful.*

–Kevin Smallenberger, Area Manager

*I really enjoyed this program and have already noticed my thought process changing when faced with examples from the class.*

–Blair Curley, Area Manager

*Bringing this leadership course to my workplace was the best way to apply the skills I needed to succeed in my career. It was easier to apply to our real-life situations as opposed to being in a class with individuals from different organizations.*

–Dana Miller, Area Manager

*Best management class I've ever taken. The format is perfect with discussion and exercises. Really thought-provoking.*

–Kellee Butler, Human Resources

*Effective training for every manager that wants to find the leader in themselves.*

–Michelle Dillard, Training Manager