

{ HOW TO CONNECT }

**HARVARD MANAGEMENTOR<sup>®</sup>**

## THE ALL-NEW HARVARD MANAGEMENTOR INCLUDES MODULES THAT ADDRESS ESSENTIAL MANAGEMENT TOPICS:

### MANAGING YOURSELF

- Career Management
- Delegating
- Goal Setting
- Managing Upward
- Meeting Management
- New Manager Transitions
- Presentation Skills
- Stress Management
- Time Management
- Writing Skills

### MANAGING OTHERS

- Change Management
- Coaching
- Developing Employees
- Difficult Interactions
- Dismissing an Employee
- Feedback Essentials
- Global Collaboration NEW!**
- Hiring
- Laying Off Employees
- Leading & Motivating
- Performance Appraisals
- Persuading Others
- Retaining Employees
- Team Leadership
- Team Management
- Virtual Teams

### MANAGING THE BUSINESS

- Budgeting
- Business Case Development
- Business Plan Development
- Crisis Management
- Customer Focus
- Decision Making
- Diversity
- Ethics at Work NEW!**
- Finance Essentials
- Innovation & Creativity
- Innovation Implementation
- Marketing Essentials
- Negotiating
- Performance Measurement
- Process Improvement
- Project Management
- Strategic Thinking
- Strategy Execution



## HARVARD MANAGEMENTOR®

### HELPING YOUR MANAGERS ADDRESS THE ISSUES THEY FACE EVERY DAY

#### CREATING A STRATEGIC PLAN. DEVELOPING A BUDGET. MANAGING A MEETING. HANDLING A DIFFICULT EMPLOYEE. MAKING A PRESENTATION.

Many managers need help mastering these specific skills, and it need not be time-consuming or complex. *Harvard ManageMentor* can build or refresh these skills quickly, when needed, through modules that address the spectrum of management challenges by combining trusted expert advice with peer interaction, right at the desktop or on the go.

*Harvard ManageMentor* creates connections between your most pressing challenges and our proven solutions...between your managers and our world-class experts...between our content and your strategic goals...and increasingly, between your current managers and your senior leaders, through social collaboration that facilitates peer-to-peer sharing.

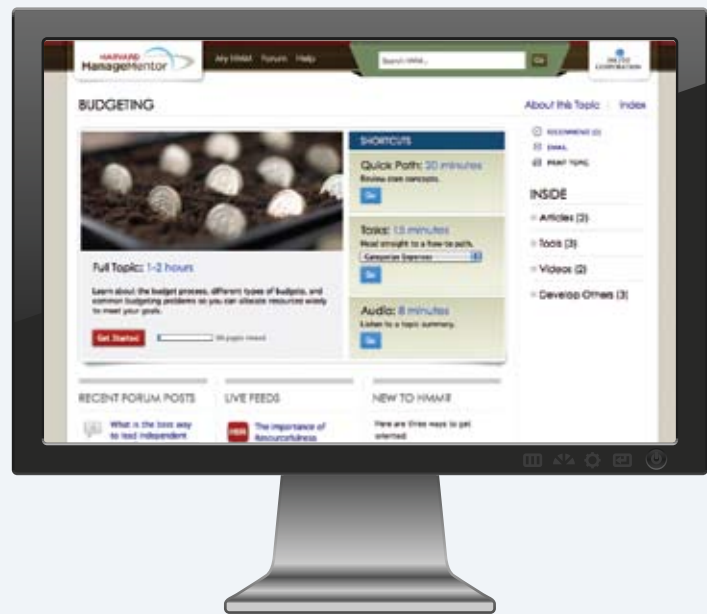
*Harvard ManageMentor* includes 44 modules, each designed to help managers and leaders gain competency or get help fast on a specific topic, and to share what they know. Built on the knowledge and experience of world-class experts, modules incorporate video insights, cases, real-world practice, peer-to-peer connections, tools, assessments, and more.

#### A PROVEN RESOURCE

*Harvard ManageMentor* is a robust learning solution with a 12-year track record of delivering impact and results. As one of the longest-running online learning offerings in the market, *Harvard ManageMentor* serves over 1,000 global organizations and is delivered on 5 million desktops worldwide. Our influential community of leaders and practitioners connect to share their best practices on increasing engagement, igniting collaboration, creating results, and delivering value to our clients.



# CONNECTING YOUR BUSINESS CHALLENGES WITH OUR PROVEN SOLUTIONS



## WHAT ARE YOUR CHALLENGES?

- Performance reviews are scheduled for this month and a recently promoted manager has no prior experience delivering feedback.
- A newly hired manager is developing her first business plan.
- Marketing department meetings are too long and inefficient.
- Senior executives want to implement a culture of innovation, but managers aren't sure how to proceed.
- A seasoned leader needs a refresher on time management.

Businesses face issues like these every day. Managers need help tackling unfamiliar tasks and creating a consistent management framework throughout the organization.

*Harvard ManageMentor* can help.

**ENGAGING TOOLS,  
EFFECTIVE  
SOLUTIONS**

*Harvard ManageMentor* draws on two powerful resources for business learning—world-class experts from Harvard Business Publishing and peer-to-peer knowledge-transfer within your own organization.

Learners gain understanding and expertise through video insights, articles, interactive practice activities, case studies, audio downloads, and other learning content. *Harvard ManageMentor* facilitates discussion and allows learners to rate and recommend content.

**THE RIGHT  
EXPERIENCE  
FOR THE  
RIGHT OUTCOME**

Integrated into an existing management development program or as an on-demand resource for practical assistance just when it is needed, *Harvard ManageMentor* is designed to help you develop a more effective workforce.

Learners are guided to the appropriate resource based on time or format, keyword, or task. When time is short, a Quick Path provides a sequenced experience that gets at the most pertinent information quickly—often in 20 minutes or less. Users can search all *Harvard ManageMentor* modules for guidance in specific situations.

**A VARIETY OF FORMATS  
CREATE AN ENGAGING,  
RELEVANT EXPERIENCE**

New interactive features improve results and promote a culture of learning across the organization. For example, *Leadership Insights*, delivered in more than 150 video clips, convey personal stories offered by business leaders who describe their most compelling leadership lessons on the topic at hand.

*Harvard ManageMentor* delivers answers to specific problems that managers encounter every day...and that emerging leaders will encounter in the future.

**MULTIPLE USES,  
ONE SOLUTION**

*Harvard ManageMentor* enables an organization to deliver learning across the enterprise. New features make implementation easier, help drive usage, and extend learning experiences farther into the organization. *Harvard ManageMentor* can support and measure the impact of a number of key learning needs, including:

**PERFORMANCE  
SUPPORT**

Offers users just-in-time, moment-of-need access to a wide variety of content, resources, and tools such as action plans and step-by-step guides to solve problems and improve results.

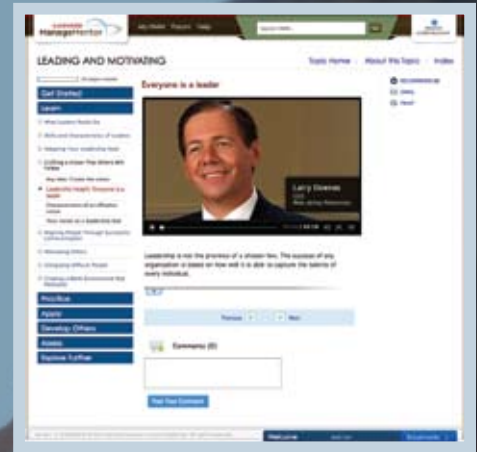
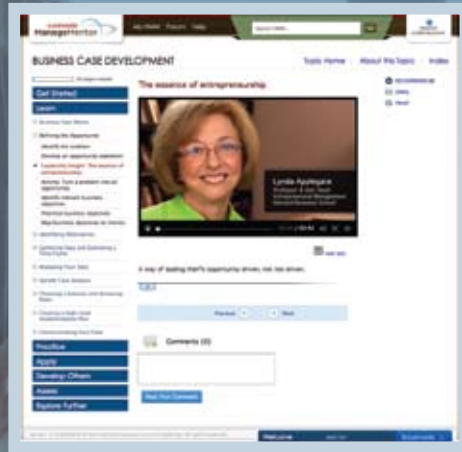
**LEARNING AND  
DEVELOPMENT**

Leverages structured content and world-class experts, and delivers prescriptive learning programs that ensure consistent performance.

**COLLABORATIVE  
LEARNING**

Gives you the ability to formalize informal learning, extend the reach of learning programs, and facilitate learning with and from others.

CONNECT WITH LEADERS THROUGH VIDEO INSIGHTS. CONTRIBUTORS INCLUDE HARVARD BUSINESS SCHOOL FACULTY AND EXPERIENCED LEADERS FROM AROUND THE GLOBE



NEW TOPICS INCLUDE ETHICS AT WORK AND GLOBAL COLLABORATION



“Leaders and managers need a quick and efficient way to start conversations on key topics with their employees. The powerful new Develop Others capabilities in *Harvard ManageMentor* will give leaders great resources to encourage discussion and learning among their teams.”

MARIA V. WAYNE, HR GLOBAL LEADERSHIP AND LEARNING,  
SEAGATE TECHNOLOGY

# CONNECTING OUR EXPERTS WITH YOUR MANAGERS

## WHY HARVARD MANAGEMENTOR DELIVERS

One of the key drivers of success for any learning program is the quality of the material.

Imagine giving your managers easy, portable, immediate, and engaging access to the foremost professors and thought leaders in business today.

That's exactly what you get with *Harvard ManageMentor*.

Many of our experts are affiliated with Harvard Business School. In addition, we work with top leaders from the corporate world and other renowned institutions.

Our experts provide insights on specific management topics and deliver immediate, actionable advice. Learners get the right information from the most trusted, credible sources.

## DRIVE YOUR STRATEGIC GOALS

### HARVARD MANAGEMENTOR CONNECTS PROVEN CONTENT WITH YOUR BUSINESS

*Harvard ManageMentor* creates connections between our content and your strategic priorities.

Every company has business imperatives—perhaps you are focused on innovation, or improving quality, or delivering a better consumer experience. *Harvard ManageMentor* can be integrated into the overall goals of your organization through a custom learning portal, configurable widgets, and multiple points of entry into content.

With *Harvard ManageMentor*,  
an organization can deploy highly  
customized and contextualized  
material quickly.



# CONNECTING YOUR SEASONED LEADERS WITH EMERGING LEADERS

## FACILITATE LEARNING THROUGH OTHERS

Increasingly, corporate learning takes place among peers, online, away from formal group settings. Especially when dealing with specific and urgent challenges, today's leaders look for immediate answers through peer learning and professional networking. To facilitate these extremely effective interactions, *Harvard ManageMentor* includes a variety of new collaboration features.

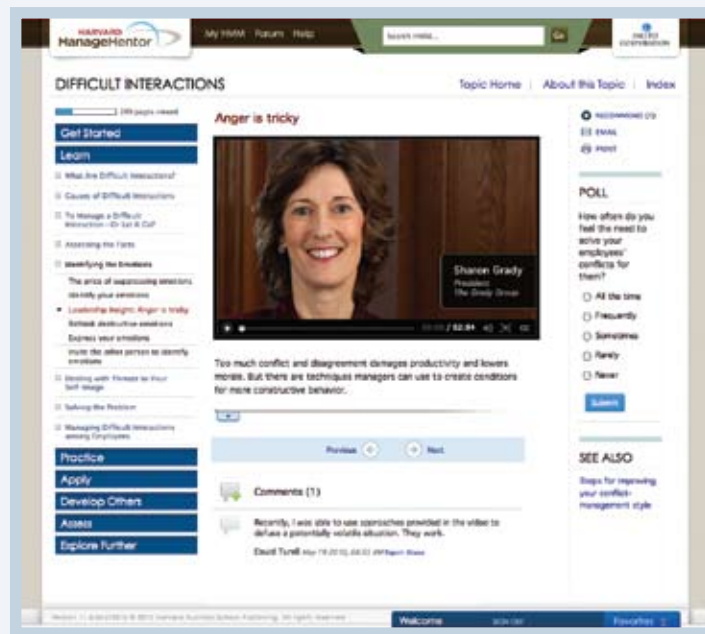
FORUM  
(DISCUSS)

DEVELOP OTHERS

SHARE AN IDEA  
email forwards

LEAD A  
DISCUSSION  
invitations and  
discussion tools

START A PROJECT  
individual or group  
action learning  
assignments



RECOMMEND OR

EMAIL

POLL  
(VOTE)

COMMENT



## MODULE ELEMENTS

LEARN	Details the key ideas of the topic and reinforces them with interactive activities.
PRACTICE	Real-world scenarios and self-tests check the learner's understanding of the concepts.
APPLY	Practical tools, steps, and tips to apply concepts on the job.
<b>New! CONNECT</b>	Community features designed to bring users together offer opportunities to share and reflect.
<b>New! DEVELOP OTHERS</b>	Resources designed to cascade learning by preparing managers to lead discussions with teams across the organization.
<b>New! ASSESS</b>	Optional pre- and post-tests provide insights into learning and can serve as completion requirements. Impact surveys, completion certificates, and other instruments play a key role in tracking value to your organization.
<b>New! EXPLORE FURTHER</b>	Gain deeper understanding of critical management issues through <i>Harvard Business Review</i> articles and case studies.

## NEW COLLABORATION FEATURES

Our new collaboration features promote learning from others by providing organizational context and a means to capture and disseminate institutional knowledge. New components include:

ACTIVE DISCUSSION FORUMS	Managers can post questions and request peer input on key management themes.
RECOMMEND	Recommendations from peers in the form of a simple “thumbs up” draw individual learners to the most relevant material.
EMAIL	Users can email links to valuable content to either support the particular need of a peer or to begin a discussion.
POLLING	See what peers are thinking. Each module includes a polling feature that allows an organization to capture data related to the learning content.
COMMENT	Each topic has a section that allows discussion, elaboration, and greater granularity for individuals and groups. These postings are searchable, adding organizational context at the moment of need.

# CONNECTING HARVARD BUSINESS PUBLISHING WITH YOUR NEEDS

## HOW HARVARD MANAGEMENTOR CAN MEET YOUR NEEDS

Leading companies understand the value of leadership development. But with today's tight budgets and over stressed managers and leaders, organizations demand proven tools. *Harvard ManageMentor* gives your employees the skills they need to advance and succeed.

### HELP CURRENT LEADERS DEVELOP NEW LEADERS

*Harvard ManageMentor* gives your managers and leaders the tools they need to cascade learning across the organization. Managers can quickly share an idea, begin a team discussion, create a project, and use other tools. These features use a “grab and go” model to reflect the needs of a busy manager.

### ENGAGE LEARNERS AND DRIVE USAGE

*Harvard ManageMentor's* updated experience drives engagement with a robust search capability, guided navigation, rotating content, configurable widgets, easy-to-find content highlights, and many other features.

### FOSTER NEW IDEAS THROUGH UPDATED CONTENT

Articles and cases from *Harvard Business Review*, video insights from Harvard Business School faculty and world-renowned experts, and RSS feeds from trusted business publications and online sources keep information current. New modules reflect issues in today's changing business environment.

### DEMONSTRATE THE EFFECTIVENESS OF LEARNING

To track and measure impact, *Harvard ManageMentor* includes a variety of instruments such as pre- and post-tests, impact surveys, completion certificates, and reports on usage and learning.

## THE BOTTOM LINE

With its combination of proven concepts, universally respected expertise, peer-to-peer development tools, and collaborative learning methods, *Harvard ManageMentor* helps managers deal with issues they face every day—and your organization develop the leaders of tomorrow.

**ENGAGING WITH US**

**IMPROVING ENGAGEMENT THROUGH LEARNING SERVICES**

An effective and systematic leadership development program must engage learners across the organization with powerful and easy-to-use solutions. Our Corporate Learning Services Team will ensure a rapid and successful deployment, leveraging years of experience in online learning programs.

**CONNECT EASILY THROUGH IMPLEMENTATION SERVICES**

With extensive experience in corporate learning and development, Harvard Business Publishing's Learning Services Team can facilitate seamless integration with your learning and development programs. We work with you to create and execute a launch strategy that includes technical configuration, launch planning and execution, a variety of blended learning alternatives, and program effectiveness measurement.

**A COMPREHENSIVE IMPLEMENTATION PLAN**

*Harvard ManageMentor* offers a number of configuration options that provide a customized experience for your leaders. Choose from a range of widgets displaying many different types of expert content, select media for a revolving content carousel, and sort topics according to the needs of your organization and levels of management. Co-branding and implementation of additional proprietary and/or third-party content are also available.

**THE RIGHT CONFIGURATION FOR YOUR ORGANIZATION**

To ensure high levels of adoption and usage, our Learning Services Team will plan, develop, and implement a comprehensive marketing strategy. We will create a program kickoff, develop launch and post-launch communications, identify and support program "champions," and drive early adoption. We will also provide usage reports and methods for evaluating the success of your program.

**PLAN AND EXECUTE THE LAUNCH**

Harvard Business Publishing's Corporate Learning Services professionals offer many face-to-face and virtual training and implementation options. Choose from "train the trainer" sessions, leadership workshops, customized reporting, webinars, and discussion moderation. Our team is committed to making your leadership and management development programs a success.

**WHY CHOOSE HARVARD BUSINESS PUBLISHING?**

Harvard Business Publishing is the one corporate learning partner that has it all: outstanding trusted content, flexible and customizable solutions, and an active and influential community of learners and practitioners. Choosing the world leader in leadership development simply makes sense.

**HARVARD BUSINESS PUBLISHING'S ACCLAIMED, AWARD-WINNING LEADERSHIP DEVELOPMENT SOLUTIONS INCLUDE:**

**ONLINE LEARNING AND PERFORMANCE SUPPORT**

Harvard ManageMentor

**BLENDED, COHORT-BASED PROGRAMS**

Leadership Direct

**SIMULATION COURSES**

Coaching for Results

Decision Making

Influencing and Motivating Others

Leading with Emotional Intelligence

Managing Difficult Conversations

Negotiating for Results

Productive Business Dialogue

**TRANSITION COURSES**

Leadership Transitions

Stepping Up to Management

**CASE-BASED COURSES**

Case in Point

**INTERACTIVE COURSES**

Leading Across the Ages

Leading for Results

Managing Change

What Is a Leader?

**STRATEGIC COLLECTIONS**

Harvard Business Publishing Archive

*Harvard Business Review*

Harvard Business Review Press

Executive Insights

Faculty Seminar Series

Talent Management Center

Innovation Center

Change Management Center

Leading Through Uncertain Times



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