



ABOUT AIM STRATEGIES®

Applied Innovative Management Strategies® is a human capital consulting firm specializing in the areas of global leadership development, virtual team effectiveness and cross cultural communications. AIM works with leaders and teams on transformational initiatives that develop leadership, produce teamwork and create excellence. At AIM Strategies® we constantly strive to be at the forefront of new trends by continuously researching and developing concepts and practices within the field of Human/Organizational Development.

ABOUT YAEL ZOFI

Yael Sara Zofi founded AIM Strategies® in 1998 and serves as CEO. With 20+ years of global consulting experience, Ms. Zofi has worked with leaders and managing businesses in the Healthcare, Pharmaceutical and Financial Services arenas across a broad range of strategic and tactical engagements focused on improving leadership and team effectiveness. She has written three booklets, published numerous articles and is now writing a book due to be released in 2010. Ms. Zofi is a frequent guest speaker to professional organizations, business societies, and board groups, and has served on the faculty of New York University's Marketing and Management Institute for eight years. Her passion is enabling connection.

Listed below is a sampling of topics Ms. Zofi can present:

DEVELOPING GLOBAL LEADERSHIP CAPABILITIES

To survive, leaders must align their skill sets with the increasingly rigorous demands of the global business environment. We will explore several salient topics and make clear what it takes to be a successful global leader. Participants assess their global leadership strengths and develop a plan for building their global leadership capabilities. Additional topics may include balancing local needs with global objectives, integrating new team members as a result of mergers and acquisitions, managing a strong globally dispersed team, strategic outsourcing, and cross-cultural communications. This session is highly interactive with action-learning events that provide opportunities for people to practice, learn from each other, and engage each other through up-beat interactions.

COMMUNICATING THROUGH A GLOBAL LENS

Today the global neighborhood is a reality for many organizations, and so they require people at all levels who are comfortable interacting with cultures other than their own. As the business pace quickens and as our world expands, the ability to communicate with and manage people from other cultures is tantamount to every leader's success. This session will help participants learn about cross-cultural communications and provide them with the tools to communicate with people of different cultural backgrounds. Participants will also be able to receive our recently published booklet, *Communicating Through a Global Lens*.

MANAGING REALITY IN VIRTUAL TEAMS

Companies have gone global to gain 24/7 productivity and tap new markets. This challenges leaders to manage high performing geographically dispersed teams. In this session, you will learn practical tools to quickly build rapport with your direct reports, regularly update your globally dispersed team, virtually develop your employee's career, evaluate the performance of people who you see infrequently, and build your own virtual management presence.

ALIGNING PERFORMANCE MANAGEMENT AND STRATEGIC POSITION

This session focuses on leveraging your performance management system. When you align your team's behavior to your company strategy your direct reports will feel purposeful in their daily work, keeping them engaged, and maximizing their output. We will cover how to use the tools of performance management, such as: how to give and receive feedback for ongoing development, how to co-create individual development plans, how to build the core competencies of your high potential direct reports, and how lead your direct reports to successive leadership positions.

COACHING CONVERSATIONS FOR RESULTS

A key managerial responsibility is to help employees reach higher levels of performance and fulfillment. Coaching has gained a great deal of credibility as a tool for such purposes. In this program we will review a coaching conversation process to proactively coach employees for enhanced results. The *coaching conversation for results* is a powerful "how" method for achieving these objectives as it is highly focused, and empowers staff members to develop successfully.

Applied . . .
Practical Applications

Innovative . . .
Fresh Perspective

Management . . .
Focused on Results

Tel: 718-832-6767
Fax: 718-832-6660
E-mail: info@aim-strategies.com
Web: www.aim-strategies.com

