

Announcing



A Management Leadership Development Programme . . .



. . . AT THE HILLS

AN ACCELERATED TWO-WEEKS PROJECT

SPECIFICALLY DESIGNED FOR

KEY EXECUTIVES AND ADMINISTRATORS

First Group Commencing On 3 November

conducted by

MODERN MANAGEMENT COUNCIL

Consultants to Management

"Glory" Tenth Road,

Bombay 38.

N. H. Athreya, M.A., F.C.W.A., A.M.I.I.A.

CHAIRMAN.

1955-67

The Syllabus

includes

ATTITUDES, TECHNIQUES, SKILLS AND INFORMATION

relating to

COMMUNICATION

— speaking, writing, interviewing, committee chairmanship, management climate, etc.

CREATIVE THINKING, DECISION MAKING and PROBLEM-SOLVING

(with particular reference to human problems)

WASTE ELIMINATION AND METHODS IMPROVEMENT

PSYCHOLOGY OF INTRODUCING CHANGES

MASTER SALESMANSHIP

— selling, in particular, ideas to employees, to customers, to suppliers and to the public

ECONOMIC EDUCATION

DEVELOPING PERSONNEL AND MOTIVATING THEM

ART OF DELEGATION, COOPERATION AND CONTROL

EXECUTIVE TIME CONSERVATION

MODERN MANAGEMENT FUNDAMENTALS

EXECUTIVE HEALTH

HUMAN RELATIONS SKILLS

BUSINESS LEADERSHIP

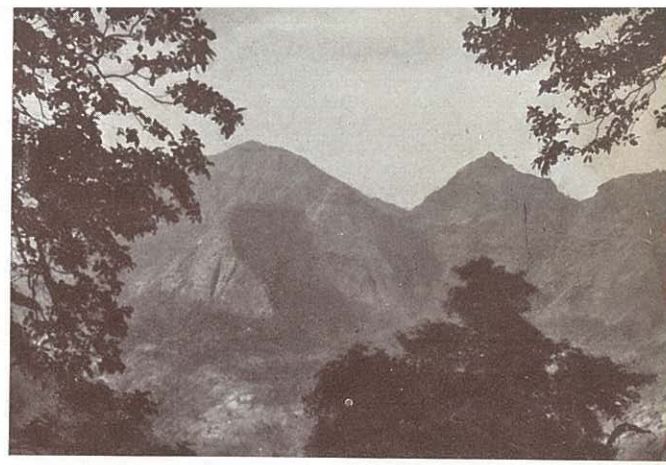
These attitudes, techniques, skills and information give you a definite edge over less progressive competitors in the struggle for sales, profit, growth and good name.

They equip you well to practise professional management which holds the surest answer to the country's problems of progress and prosperity.

Need of the Hour — Management Leadership

Public attitudes here and political conditions elsewhere present a challenge to our Nation and its Future.

To meet that challenge, Management has to assert its Dynamic Leadership. And that involves the practice and precept of modern management tenets and skills.



... a quiet hill beckoning you...

You Do mean Business

You do want to think about, review and refresh your minds with the latest management thoughts and techniques. But, you are bogged down by telephones, committee meetings and what — have — you. You are constantly interrupted by the call of duty and the many demands made upon you by your staff.

To get away to a hill resort and be removed for a while is important for your growth and development as a top line executive.

The conference hall

Matheran Beckons (2650 ft.)

Matheran is such a hill resort. Its bracing weather, its pleasing sceneries, its invigorating air and water thoroughly refresh you. To Matheran, you are invited — to live and work, play and pray with other key executives who are taking this Management Leadership Development Programme.

The cottage you live in.

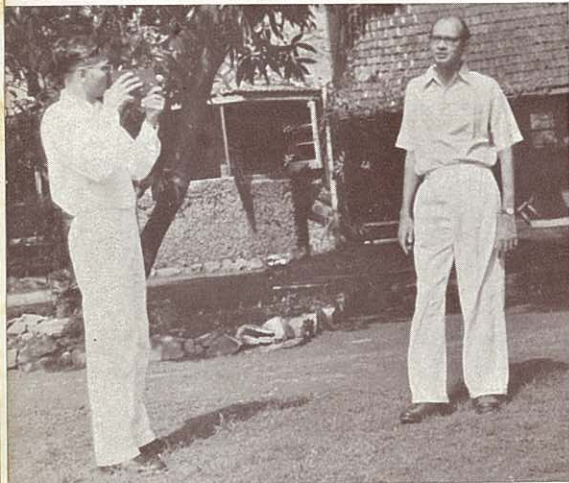


No Vacation By Any Means !

This programme is built around the modern business leader — its aim is to help him become a still better leader, a still better administrator, a still better person and personality.

This is no vacation by any means!

The school's schedule is morning-to-night; its syllabus, unsparing.



*"With speech we govern men" ...
"The ability to express an idea is as important as the idea itself"
a filming session.*

...audio-visual aids are liberally used.....a voice practice session.

The process of absorbing profitable ideas, of acquiring helpful skills should be smooth. Towards that end, the Council is availing of Nature's unexcelled generosity — the unique environment Matheran Hill offers; and man's ingenious hospitality — the satisfying comforts the best hotel on the hill gives.



Number One Asset

Speech is the firm foundation of leadership in any situation.

Effective speaking is perhaps the greatest single executive skill. Accordingly, this receives particular attention in this programme.

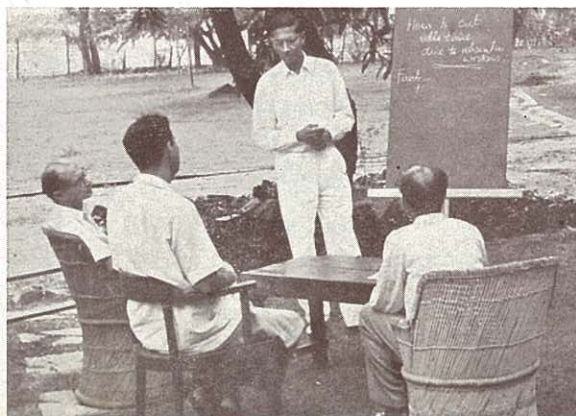
As the days go by, participants find themselves learning how to give better talks than they ever thought possible. Movie cameras, analysis projectors, and tape-recorders make a record of their progress. Competent counseling and guided practice help the participants make record progress.

Mr. Berkeley Hill, the noted authority on Voice and Diction will guide and counsel the participants from time to time.

Now A Drain But Can-Be-A-Mine

Call it staff discussions or committee meetings or conferences or group interviews — they take up a major part of your time. If handled effectively, their contribution to a company's prosperity will be invaluable.

Modern conference leading and participating will be another of the valuable techniques the participants will take back with them.



.....guided practice makes for competent performance.....a conference leadership (problem solving) session.



"Self-analysis, self-awareness, self-development are the personal pre-requisites for effective leadership". As you grow, your organisation grows. What stands in the way of your further growth you discuss threadbare at these counseling sessions.....



...To companies, executives are assets. To executives, health is an asset.

Inner Recesses.....

Personal counseling is an integral part of this programme, since self-improvement is the key-note. Using psychologic tests, observations and discussions, the personality traits and well-springs of strength of each participant are discussed privately with a view to help him be a still more effective executive personality.

And Not So Inner

Executive effectiveness is closely tied up with executive health. That is why this programme has made executive health a part of the syllabi itself, besides providing for it on a professional and recreational basis.

In Addition

On and off the programme, you will have discussions with fellow business leaders and faculty members, pooling the combined knowledge and experience and arriving at solutions to standing 'headaches'.

Indeed, new professional bonds and ties of enduring friendship develop during this programme.

.....The informal discussions are as valuable as the formal ones.....



.....a familiar and fascinating past-time in the hills.....





Nagam Athreya

History Of This Programme

Modern Management Council thinks it to be its professional duty to disseminate management know-how. And this it plans to do in an accelerated and integrated way through programmes of this kind.

The MLD Programme is a tested programme for key executives, developed for Indian conditions, after considerable research here and abroad. Through this programme, the originator, seeks to communicate in 2-hard-hitting weeks the essence of the knowledge he has gained on the subject during the 14 years.

And Mr. Athreya will be personally administering the best part of this programme.



*.....families are welcome to observe
how you are "trained" to be a
better husband!*

And Finally

This course, like all courses slanted to personality improvement, defies complete description: only a few facets are therefore touched upon.

Once again welcoming you to Matheran.



GENERAL INFORMATION

General: Matheran hills you reach by train from Bombay/Poona via Neral Jn.

Living accommodations: Participants will live in * Rugby Hotel. The comforts offered by Rugby are about the best in the hills. Attendant service will be available at your room. To enjoy the cosy comfort of this delightful hill station, you are urged to *bring your own rug and winter clothes*. And, adds the local soil, your non-white dress.

Meals: Excellent, well-balanced meals will be served in the special hall. We have arrangements for non-vegetarian, and vegetarian (Western and Indian style). If you should be on a diet, we will do all that is feasible to make you comfortable.

Mails and messages: The office will arrange to distribute and despatch mails and messages.

Phone facilities are available but we urge you to keep away; we urge you to tell your office you are NOT available over the phone! We do not like you to be disturbed.

Recreation: Recreation hours in this intensive programme will be few but they are beautiful! In your own company, in the company of your fellow-participants, in the company of books, in the company of Nature, you walk and talk, browse and contemplate.

We are also arranging for temporary membership for you at the local Gymkhana. Only, remember your sports kit.

Library: A library containing pertinent books will be available for the book-lovers.

Admission requirements: This programme is designed for top management.

Participants should be in responsible position or be groomed for such position.

When you return from the programme, you want someone to sympathetically discuss problems and actively support concerted action. We, therefore, make it a rule that EACH FIRM SHOULD SEND IN A TEAM OF ATLEAST TWO.

* To get the best benefits of this programme, it is essential that the participants stay together. To facilitate this, your normal hotel charges for the duration of the programme are included in the fees.

Duration: The duration of this programme is full two weeks.

Group 1: Nov. 3 to Nov. 17

Group 2: Nov. 30 to Dec. 15

Group 3: Dec. 22 to Jan. 5

Group 4: Jan. 12 to Jan. 26

Each group will consist of approximately 12 persons.

You will be allotted to that Group which, primarily, will suit your convenience but which will also take into account the desirability of having a varied group of men representing as many industries as possible.

Registration: A registration fee of Rs. 85/- should accompany the data sheet. Participants are requested to write in early so that they can be accommodated in the Group of their choice.

September 15 is, however, the last date of registration for MLD programme this year.

Fees per participant:

Registration fee (payable with data sheet)	Rs. 85/-
Programme fee (payable at the time of acceptance)	Rs. 900/-

And the programme fee covers, besides the cost of your stay at the hotel and the recreational services, the following:

- Tuition and guidance
- Books
- Binders
- Special extracts and notes
- Time conservation and
- Methods improvement tools
- Other Instructional material
- Audio-visual aids service
- Studio recordings
- Movies of each participant in action
- Psychological testing
- Counseling
- Medical checkup

All fees are payable to *Modern Management Council*.

Refund: The registration fee is not refundable. Once an application has been accepted, programme fee will be, normally, not refunded in full, after October 15.

Agreement

*Let's see
Shri. J. S. ...
APR 1951*

OF VITAL INTEREST TO YOU

You are a progressive management leader and you want to be a still better one.

This means, among others, that you have the communication skills to persuade people to what you hold to be good and true; you are familiar with modern management tenets and skills; and you have the techniques to develop your men. In other words, a programme which aims to strengthen your leadership and executive skills will be welcome to you.

This is such a programme. It is NOT a substitute for an university degree course or an in-company training programme. But it does complement the many efforts that you take to make yourself a more acceptable and a more effective leader.

This programme avoids the academic methods, restrictions and limitations. You work and live in an atmosphere of free enquiry and discussion, not hunted by tests nor haunted by "the fear of failure". It reveals for study the broad horizons of management, the 'know-how' and the philosophy of success which are the products of years of research, experimentation and down-to-earth experience in companies here and elsewhere.

The increasing body of management knowledge is no trade secret. It is recorded in countless books and journals. It can be pursued by all who are interested.

Only, busy executives like you have not the time to delve into this ever increasing literature and pick out things that are relevant to your work. It is a specialist job.

Also, it is the art of applying these techniques which distinguishes the competent administrator. The successful mastery of the art requires exposure of the thoughts and experiences of many who have met the challenge and won.

Participation in the Management Leadership Development Programme offers an opportunity to observe how other firms and how firms in other countries are adjusting to dynamic social and economic conditions.

By working with other executives from different geographical areas and from diverse industrial operations, the participants will develop a competence in management leadership which represents a synthesis of the best thinking in modern management practice.

Today's management decisions offer a constant challenge to executive ingenuity and management leadership; and we think it our professional duty to distil the essence and disseminate it in a usable form.

A statistician recently stated that if you are an executive of 35, you can expect to average about Rs. 20,000 a year (over the years) until you reach 60! This adds up to over a Rs. 5,00,000. In economic terms, that is about the monetary value of YOU AS AN ASSET TO THE FIRM.

Any step that increases the value of this Rs. 5,00,000 asset by even 10% is a great investment. Participating in MMC's MLD Programme is such a step of "investing in yourself".

According to those to whom this programme is familiar "intangible results are invaluable but tangible results are not small either. The investment pays off sooner than you expect"

TO THESE PROGRESSIVE FIRMS, THIS PROGRAMME IS FAMILIAR:

Mukand Iron & Steel Works Ltd.
Chemould Frames Pte. Ltd.
Dynacraft Machine Co. Pte. Ltd.
Estrela Batteries Ltd.
Excel Industries
Godfrey Philips (India) Ltd.

The Bank of Jaipur Ltd.
Jayanand Khira Pte. Ltd.
Kamani Engineering Corpn. Ltd.
Khira Steel Works Pte. Ltd.
Podar Group of Industries
Vaziralli Glass Works Pte. Ltd.