



The all-new Audi LEAD

Future-proofing
your business



Contents



Welcome to the all-new Audi LEAD, a new kind of leadership development programme designed specifically for our leaders, our business and our future.

ELECTRIFICATION, connected cars and digitalisation are all bringing a new kind of complexity to our business. Against this backdrop, the nature of our competitors, our customers, and our employees is changing too.

We believe these changes also bring new opportunities.

To capitalise on them, tomorrow's Audi Centres need great leadership from people with excellent technical and frontline skills. And we want to give Audi leaders like you individual toolkits that will help you not just to manage change and support your teams in these exciting times, but also to continue to deliver the premium experience our customers expect, and build successful, sustainable and profitable businesses for the future.



The automotive industry is changing.
To continue to compete effectively,
we need to change as leaders too.



“Audi UK is delighted to have partnered with Alliance Manchester Business School (MBS) to develop and deliver the all-new Audi LEAD programme for both current and aspiring Heads of Business. We have worked very closely with Alliance MBS to ensure that this is not just another training course. By participating in the programme you will gain first-hand experience of the latest international leadership ideas and techniques, from some of the world’s foremost business experts. Over the course of the programme we will help you work through and apply your new leadership skill set to the real-life business challenges you’re facing right now. This combination of theory and practice means that, while you are learning, you’re also seeing rapid, tangible results.

Audi LEAD represents a major investment in top and emerging talent. I hope you will take advantage of this unique opportunity to develop world-class leadership skills, and help secure the continued success of both you and Audi UK, long into the future.”

PETER BROOKES

HEAD OF SALES OPERATIONS AUDI UK



MANCHESTER

The University of
Alliance Manchester Business School

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**The impact of
Audi LEAD.**

The all-new Audi LEAD programme will transform the way our Audi Centres do business in the future, by developing a more agile leadership team.

THIS PROGRAMME IS:

- PRACTICAL** Apply what you learn to real business issues and see tangible benefits and improved business performance from day 1.
 - BESPOKE** No generic content. The programme was devised with Audi UK, making it tailored to our industry and your role.
 - COMPREHENSIVE** The programme covers self, team and business leadership to create well-rounded, reflective leaders with outstanding commercial, technical and people skills.
 - CAREER-BOOSTING** The opportunity to gain a CMI Level 7 qualification that is fully integrated into Audi's competency framework, taking your career to another level.
 - PERSONAL** One-to-one sessions with highly trained business coaches help you set and achieve your own goals.
 - FLEXIBLE** Blended learning means you can fit the programme around your work and personal commitments, learning however, whenever and wherever you like.
 - FOCUSED** Residential sessions give delegates time and space to focus, away from the pressures and distractions of everyday working life.
- AND IT ALL STARTS WITH YOU...** The all-new Audi LEAD programme has been developed specifically for Heads of Business from all of our Audi UK Centres and our ambitious, motivated future Heads of Business.



More than just
a training course.



THE ALL-NEW AUDI LEAD is different. It is structured, commercially focused and has applied learning at its core. You won't be solving theoretical business problems; instead you'll come armed with a real-time issue or business challenge that affects your Audi Centre and you will solve it with support from experienced business experts and personal coaching – this is your Applied Business Challenge.

You also won't have to wait until the course is over to put your learning into practice. By working on your Applied Business Challenge from the beginning of the programme, you will start to see enhanced Centre performance almost immediately.

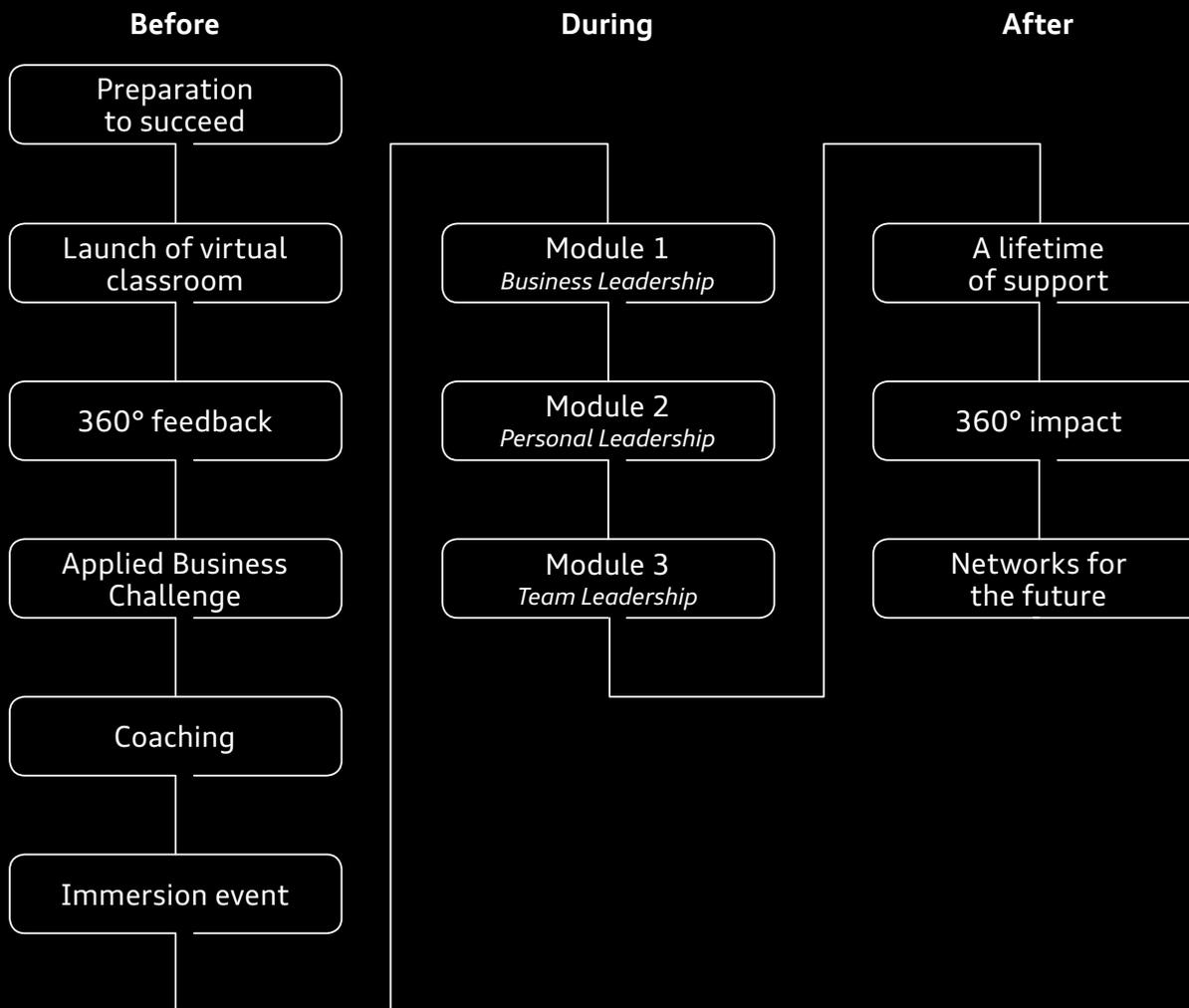
How does the programme work?

Over the course of 8 months, you will undertake 3 leadership modules at Alliance MBS, based around the business, yourself and your team.

Between each of these residential sessions, you will have time to reflect on your learning and put your Applied Business Challenge into action. Underpinning these core activities is personal coaching designed to help you identify and achieve your professional and personal goals.

Programme structure

Full programme duration 9-12 months.



Blended learning

Audi LEAD offers a flexible, combined learning approach that includes:

- ▶ Intensive and highly interactive face-to-face workshops
- ▶ Online and mobile learning and preparation
- ▶ One-to-one coaching
- ▶ Practical, applied project
- ▶ Exposure to industry and out-of-industry guest speakers and best practice
- ▶ Personal reflection

The virtual classroom

Throughout the programme you will have access to a dedicated, secure website, allowing you to progress at your own pace, wherever you are. As well as being a one-stop shop for programme resources, from pre-module preparation, to webinars, to submitting assignments, the website also gives you direct access to the University of Manchester's online library, with more than 4 million digital books, journals and articles, including a curated series of online library resources to specifically support the Audi LEAD programme.

Tailored content

Using insights, the Alliance MBS team has gained from working with many companies, you will learn from recent specific automotive case studies, including other premium car brands. You will also have access to guest speakers from the industry to discuss challenges facing premium automotive retailing in the UK, with a view to supporting sustainable and profitable growth.

Peer-to-peer support

As part of a mixed cohort of top and emerging talent, you will learn with – and from – colleagues across the UK. Through the residential modules and virtual classroom, you can share your personal reflections and experiences with colleagues, swap best practice and build your personal connections while you study. This will create a network that can support each other before, during and after the programme.

What makes the all-new
Audi LEAD programme different.

Personality profiling

Every delegate will work through their own leadership personality assessment. This will remain confidential (only you will receive the outputs). This is designed to help you better understand how your innate personality characteristics impact on your approach to work and your interaction with colleagues. This will allow you to better understand your leadership style and adapt your behaviours to the needs of others, as well as the business.

Coaching

Throughout the whole programme journey you will be required to connect with your coach for support, to work through your personality assessment and business challenge and help you translate your plans into action.

Reflection

The blended learning approach of Audi LEAD means that you will get many opportunities to reflect on your progress both individually and with your coach. By doing this, you will gain added insight based around your own personal challenges.

Hot topics

Guest speakers and webinars covering innovative and cutting edge themes give the course a vibrant mix and ensure you get maximum benefit from the programme and original thinking is applied.

How we celebrate your success**Graduation event**

The programme brings together 2 groups of delegates for a celebration at the end of their programmes. Everyone who has taken part is invited back to share their experiences of the programme and how it has impacted them, their team and their Centre so far. 3 delegates will be chosen to present their Applied Business Challenges and everyone who has taken the CMI route will receive their Certificate in Strategic Management & Practice.



A complete
learning experience.



THE AUDI LEAD experience begins as soon as you sign up, and continues long after the programme has ended. Together, all these innovations are designed to ensure the programme makes a difference to you and your business.

Before...

Preparation to succeed

Before the programme begins, you will start to identify your current leadership strengths and where you can improve, find out about the key elements of the programme, and meet the other delegates who will support you on your leadership journey. It is important that delegates throw themselves into these activities as they have a real bearing on what you get out of the programme.

Launch of virtual classroom

To help you get the most from the programme, there is a range of online resources, including documents, e-books and videos, to help you prepare for the first module.

360° feedback

You'll undertake a number of assessments to help you understand your leadership style and identify areas for improvement, including a 360° feedback survey, designed to measure specific leadership behaviours. This is repeated to assess the impact of the course for you, both personally and professionally.

Applied Business Challenge

All Centres have their own challenges.

At the pre-programme stage, you will be asked to identify your business problem or team leadership goal and this will form the basis of your Applied Business Challenge.

This individual challenge will be the main focus for your development and ensure you can apply your learning to the day-to-day running of your Centre.

Coaching

Using the feedback from your personality profiling tests and 360° feedback, you will work with a personal coach before the modules start, to identify your personal development goals and create a Personal Development Plan. This lays

the foundations for the rest of the programme and ensures you develop the skills you need most to successfully run your business in the future. Further coaching sessions between each module will enable you to review progress and update your plan.

Immersion event

Before you dive fully into the programme, there is an immersion event to get to know each other and gain a shared understanding of what is needed. You will meet your coach, and together work through your 360° feedback report and Applied Business Challenge. The event finishes with a dinner for all the delegates and programme team from Audi UK and Alliance MBS.

During...

Skills to lead change

You already have the commercial know-how required to run a successful premium car dealership. As Audi UK's future leaders, you also need the capacity and confidence to drive change in a challenging commercial environment.

You will study 3 interconnected modules, designed to prepare you to lead in the automotive industry of the future, and inspire the next generation of Audi UK employees. And everything is linked to the Audi UK competency framework to ensure the skills and knowledge you develop are targeted, applicable and relevant.

MODULE 1 Business Leadership	MODULE 2 Personal Leadership	MODULE 3 Team Leadership
<p>Enhance your commercial awareness and understand how strategic thinking, customer-centric dealership management and innovation can help your business thrive in a digital world.</p> <p>Competencies:</p> <ul style="list-style-type: none"> ▶ The Audi wow factor ▶ Optimising service offerings ▶ Refining value propositions ▶ Understanding customer buying behaviour ▶ Adjusting to digital business and dealership futures 	<p>Understand your individual leadership strengths and weaknesses, learn to effectively manage competing priorities, and become an effective communicator at all levels of the business.</p> <p>Competencies:</p> <ul style="list-style-type: none"> ▶ Personal profiling ▶ Unconscious bias ▶ Emotional intelligence ▶ Becoming a mentor and leader 	<p>Examine the principles of team development, develop essential team leadership skills to lead and inspire a changing employee demographic, and help your business become an employer of choice.</p> <p>Competencies:</p> <ul style="list-style-type: none"> ▶ The role of a team leader ▶ Team dynamics and synergies ▶ Leading and working with Millennials and talent management ▶ Performance and conflict management

“Research shows that strong leadership is one of the top reasons for high employee engagement at work. By developing high-calibre leaders we can enhance employee engagement and reduce attrition levels across the network.”

After...

A lifetime of support

Long after your studies are over, the benefits of undertaking Audi LEAD continue.

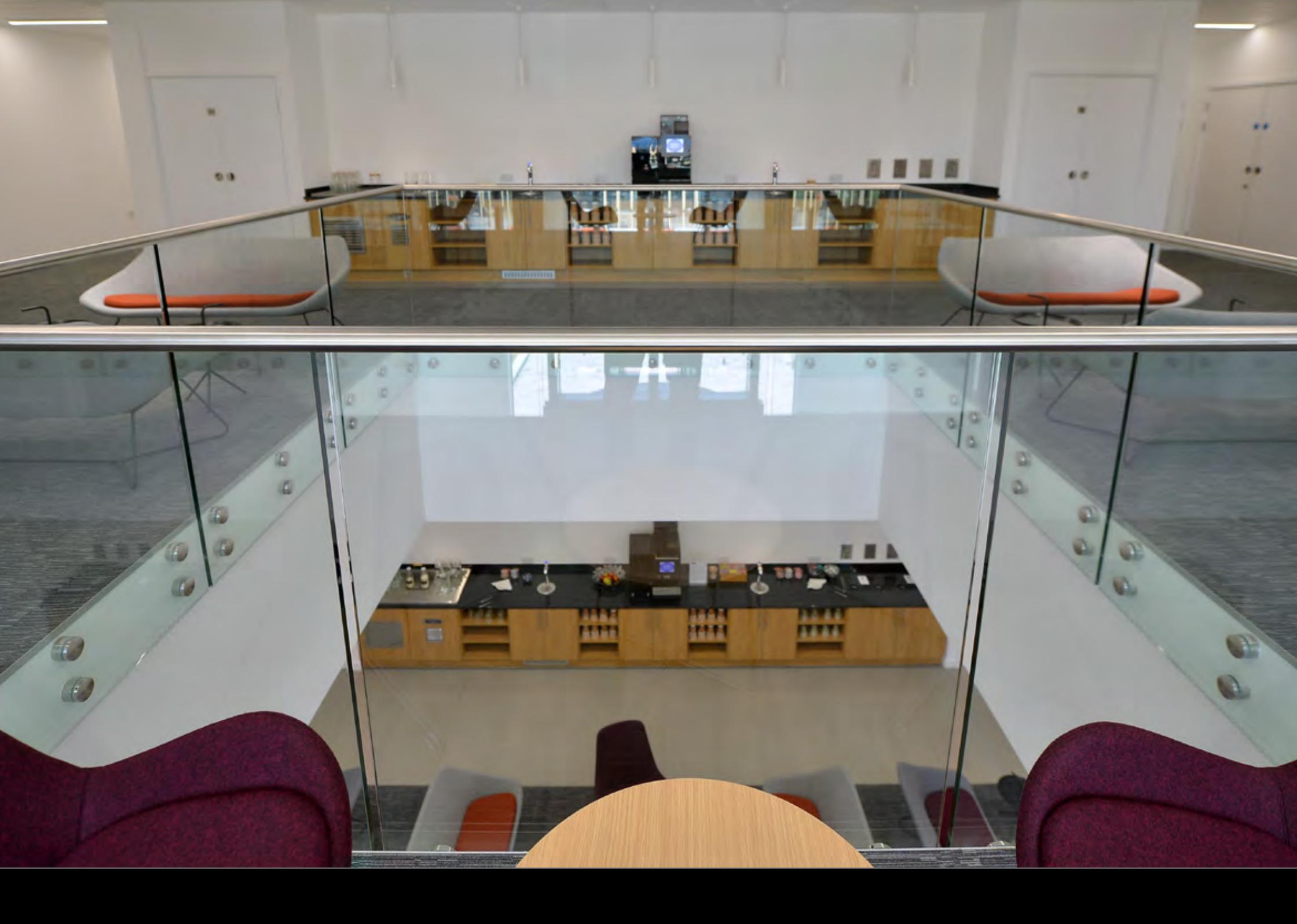
360° impact

You will be asked to repeat the 360° feedback survey which is designed to measure specific leadership behaviours 6 months after the graduation event. This will assess the impact of the course on you, both personally and professionally.

Networks for the future

As well as the enhanced professional and personal skills that will help you take your business forward, you will also become part of a supportive network of leaders, and aspiring leaders, from across the network who can guide each other through future challenges. As a graduate of the programme, you can access the extensive Alliance MBS professional network, consisting of people from all sectors, all over the world.

World-class facilities for a
world-class learning experience.



Alliance Manchester Business School

Alliance MBS has a long and successful history of helping organisations and individuals achieve their goals, and compete in a rapidly changing global marketplace.

1 of the first 2 business schools to be established in the UK in 1965, today Alliance MBS is the country's largest campus-based business and management school, delivering original thinking and teaching, informed by – and informing – the contemporary commercial environment.



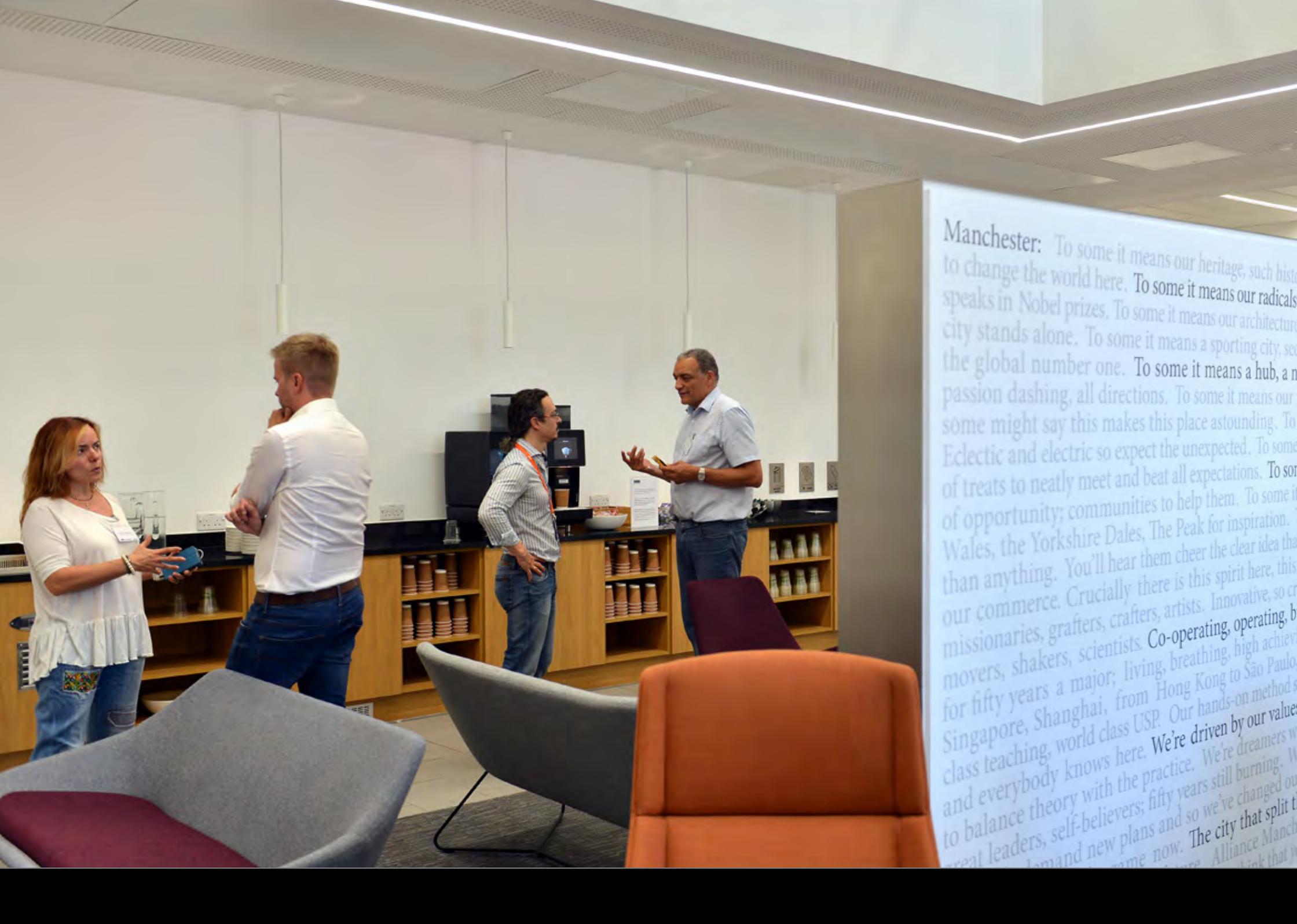
Academic insights

The all-new Audi LEAD programme is designed and delivered by internationally renowned business academics, bringing unique, original thinking and is supported by guest speakers from the industry. This will ensure your leadership skill set is based on the latest commercial expertise and can be practically applied to improve your business.

A new place to learn

As part of a major investment in its facilities, Alliance MBS now features a new, custom-built Executive Education Centre where the School's corporate leadership and management programmes are based.

Right in the heart of The University of Manchester is access to the 4* Crowne Plaza® hotel, where delegates can stay for the duration of their residential modules.



Manchester: To some it means our heritage, such histo
to change the world here. To some it means our radicals
speaks in Nobel prizes. To some it means our architecture
city stands alone. To some it means a sporting city, see
the global number one. To some it means a hub, a n
passion dashing, all directions. To some it means our
some might say this makes this place astounding. To
Eclectic and electric so expect the unexpected. To som
of treats to neatly meet and beat all expectations. To som
of opportunity; communities to help them. To some it
Wales, the Yorkshire Dales, The Peak for inspiration.
than anything. You'll hear them cheer the clear idea tha
our commerce. Crucially there is this spirit here, this
missionaries, grafters, crafters, artists. Innovative, so cr
movers, shakers, scientists. Co-operating, operating, b
for fifty years a major; living, breathing, high achiev
Singapore, Shanghai, from Hong Kong to São Paulo,
class teaching, world class USP. Our hands-on method s
and everybody knows here. We're driven by our values
to balance theory with the practice. We're dreamers w
great leaders, self-believers; fifty years still burning. W
demand new plans and so we've changed our
name now. The city that split t
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Next steps.



THE HIGHLY EXPERIENCED team at Alliance MBS will ensure everything about your programme runs smoothly. From booking, to the course, to your follow-up 360° feedback, they aim to make your Alliance MBS experience as enjoyable and stress free as possible.

Booking for the all-new Audi LEAD programme is very easy; you will need to:

1. Complete the application form

This is found on the Audi LEAD programme website www.mbs.ac.uk/AudiLEAD

2. Choose your preferred start date

All applications are reviewed before confirmation to ensure a great mix of delegates for each cohort.

3. Book your accommodation

Once you receive confirmation, if required, you will need to book your accommodation at the Crowne Plaza® Manchester, Oxford Road.

How much does it cost?

The main programme fees are covered through the LEAD training levy. There is an additional personal registration fee for anyone wanting to achieve the CMI Level 7 Certificate in Strategic Management & Practice. Further details will be shared at the beginning of the programme. All Alliance MBS delegates have a preferential room rate with the Crowne Plaza® Manchester, Oxford Road, which starts at £112 per night for a standard double room.

For further information about the application process, please email lead@manchester.ac.uk

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The University of Manchester
Alliance Manchester Business School



Audi Vorsprung durch Technik