

# The Most Trusted Resource for Management Essentials

**HARVARD MANAGEMENTOR**<sup>®</sup> is the leading online learning and performance support resource that delivers critical management skills to you when and where you need it, so that you remain productive while learning. *Harvard ManageMentor* incorporates proven practices that reinforce learning and build skills, addressing a broad range of issues faced by managers every day. Harvard Business Publishing's world-class experts make the program engaging, relevant and effective.

## THE DETAILS

*Harvard ManageMentor* provides you with expert advice from world-renowned business leaders. Using audio downloads, video clips, interactive activities, and other tools, you have access to practical information that you can use immediately to address the issues that you face that day. Forty-four modules address fundamental business topics including Business Essentials, Communication Skills, Personal Development, Strategy Essentials, Working with Teams, and Working with Individuals.

## MULTIPLE USES — ONE SOLUTION

There are a variety of ways to leverage the program, including:

- **PERFORMANCE SUPPORT:** Offering you just-in-time, moment-of-need access to a wide variety of content, resources, and tools such as worksheets and step-by-step guides to solve problems and improve results.
- **LEARNING AND DEVELOPMENT:** By leveraging structured content and world-class experts, *Harvard ManageMentor* delivers prescriptive learning programs that ensure consistent performance.
- **TEACHING AND MENTORING:** *Harvard ManageMentor* prepares leaders to lead development discussions with their teams and others, providing opportunities to cascade learning throughout the organization.
- **COLLABORATIVE LEARNING:** Our new collaboration features, such as discussion forums and polling, promote learning from others and allow organizations to imbue relevant context.



## HOW TO GET STARTED

**FOR MORE INFORMATION CONTACT:**  
[glc@goodyear.com](mailto:glc@goodyear.com)

PRESENTED BY:

**GOODYEAR**  
LEARNING CENTER

**HARVARD MANAGEMENTOR<sup>®</sup>** enables better decision making that leverages the collective knowledge of colleagues through social learning and community features.

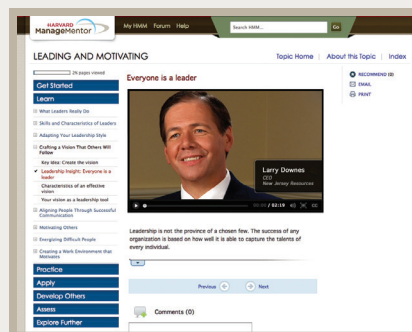
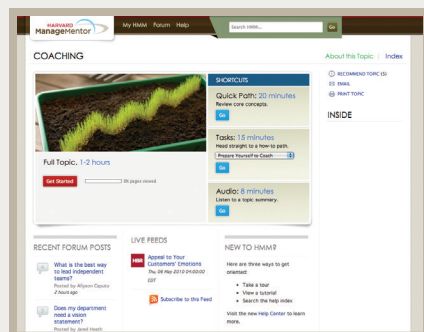
<b>LEARN</b>	Outlines the key ideas of the topic and reinforces them with interactive activities.
<b>PRACTICE</b>	Real-world scenarios and self-tests check your understanding of concepts.
<b>APPLY</b>	Practical tools, steps, and tips apply concepts on the job.
<b>CONNECT</b>	Community features designed to bring you and your peers together in a context around the learning, and offer opportunities to share and reflect.
<b>DEVELOP OTHERS</b>	Resources are designed to help you prepare to lead discussions with teams within the organization to cascade learning.
<b>EXPLORE FURTHER</b>	Gain deeper understanding of critical management issues through <i>Harvard Business Review</i> articles and case studies.
<b>SEARCH &amp; NAVIGATE</b>	Search on keywords from any screen and sort results by topic or media type. Navigate option helps you get to where you want to go, based on available time or topic of interest.

#### ALSO INCLUDES:

**Interactive Components** Tip of the day, polls, RSS feeds, and discussion forums are designed to engage you in your learning.

**Videos** featuring Harvard Business School faculty and emerging leaders give real-world context to business scenarios.

**Individual Action Plans and Group Learning Projects** help you apply lessons learned to address group challenges.



## 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  
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  
Finance Essentials  
Innovation & Creativity  
Innovation Implementation  
Marketing Essentials  
Negotiating  
Performance Measurement  
Process Improvement  
Project Management  
Strategic Thinking  
Strategy Execution

HARVARD MANAGEMENTOR IS OFFERED BY:

