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YOU'RE
Education

From Teacher to Manager

Manage Language Teaching Organizations

Content

Introduction

Managing in the LTO

1. Introduction

- The LTO: variety

2. Management

- Defining management
- Management functions
- Management control
- Functions and departments
- Managerial levels/hierarchy
- Accountability: corporate governance
- The work of the LTO manager
- Changing job perspectives

3. The Transition to LTO Manager

- Knowledge: knowing about
- Skills: knowing how
- Attitudes: knowing why
- Awareness: knowing oneself

4. Conclusion

Content

Organizational Behaviour and Management

1. Introduction

2. Organizational Structure

- Organigrams
- Other elements of organizational structure
- Organizational design
- Organizational culture
- The Learning Organization

Human resource management

1. Introduction

- Staffing
- Organizational 'fit'
- The recruitment process
- Orientation of new staff
- Contracts

2. Motivation

- Satisfiers and dissatisfiers
- Job enrichment
- Compensation systems
- Prioritization

Content

3. Performance management

- Feedback
- Performance appraisal
- Discipline
- Professional development

4. Delegating

- Delegating tasks effectively

5. Conflict Management and Negotiation

- Motivations, needs and conflict styles
- The manager as arbitrator in conflict
- The manager as participant
- Dealing with grievances

6. Legislation

7. Conclusion

Marketing and sales

1. Introduction

- Discussion of vignettes
- Defining marketing
- Defining the customer

2. Strategic marketing

- External information
- Internal information

Content

3. Finding out what the customers want

- Segmentation

4. Marketing mix

- Product
- Pricing
- Promotion
- Place
- People
- Processes
- Marketing and sales budgeting
- Monitoring performance

5. Marketing plan

6. Conclusion

Customer service

1. Introduction

2. Background Research

- The offshore market: New Zealand
- The onshore market: Spain

3. Customers and Consumers

- Internal customers

Content

4. Services

- ESOL as a service
- Characteristics of the service
- Range of LTO services
- Quality

5. The customer journey

- The customer buying cycle
- Pre-purchase and purchase phases
- Post-purchase phase

6. Measuring Performance

- Expectation/performance
- Performance/Importance (PI) surveys
- Net Promoter Score (NPS)
- Focus groups

7. Codes of Practice

- Handling complaints
- Duty of care: health and safety

8. The customer journey: Post-purchase

- Relationship marketing
- Customer loyalty
- Customer retention strategies

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9. **Blueprinting**

- The Blueprint matrix
- Creating an LTO service blueprint
- Conclusion

Strategic financial management

1. **Introduction**

- Decision-making and communication

2. **Strategic planning: Financial outcomes**

- Business plan models
- Costed proposal outline
- Resource inventory
- Long-term goals/plan outcomes
- Defining success, improvement and failure

3. **Planning and Analytical tools**

- Strategic goal implementation
- Budget as analytical tool
- Break-even analysis
- Modelling

4. **Strategic plan implementation**

- Resource allocation
- Measuring success, improvement and failure

Content

5. Investment decisions

- Investment criteria

6. Benchmarking

7. Financial statements

- Profit and loss statement

8. Duty of care

- Financial risk management
- Responsibility to stakeholders
- Legal and contractual compliance

9. Conclusion

Operational financial management

1. Introduction

2. Types of budgets

3. Budget components

- Revenue
- Costs/expenses
- Notes

4. Operational issues

- Budget monitoring and control
- Budget adjustments
- Budget reporting

5. Cash flow

Content

6. Systems

- Understanding organizational systems
- Creating or aligning your own systems

7. Conclusion

Academic management

1. Introduction

2. Academic management

- The dual roles of academic management
- Levels of academic management

3. Curriculum management

- Level 1: Vision, mission, values
- Level 2: Frameworks and guidelines
- Level 3: Specific products or services
- Course and product development

4. Managing resources

- Types of resource
- Time as a resource

5. Professional development

- Teacher observation
- Continuing professional development (CPD)

6. Managing Quality

7. Conclusion

THANK YOU FOR READING!

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