

Malik «Fast Lane Effectiveness» Program[®] for Management and Leadership

The innovative "passing lane" as a solution for the
personal qualification of senior executives

Prof. Dr. Fredmund Malik. St. Gallen, 2024



„ Experienced managers are less and less attending management seminars in face-to-face format. The mostly bad relationship between effort and benefit is no longer acceptable for many. However, personal development often suffers from this again - too great a risk in today's era of Great Transformation²¹ and its far-reaching change.“ Prof. Dr. Fredmund Malik

WHY, WHAT AND HOW for Effective Management and Leadership

1. (R)EVOLUTIONIZE—The innovative solution

I have developed a new type of leadership and management skills for this purpose: The **Malik Fast Lane Effectiveness Program[®]**, the individual empowerment of managers at a distance. This innovative remote learning program combines

- **"High Speed Learning" and "High Personal Effectiveness"**
- **Individual enabling requirements with modern communication technology**
- **Optimal design for the challenges of the person and the organization**

Managers receive scalable, configurable and combinable problem-solving competence as well as reliable thinking, navigation and action systems for the complex conditions of their management tasks. They can immediately apply what they have learned and without losing any time.

The program is the alternative to all conventional formats such as face-to-face seminars, standard coaching and eLearning. The basis for this are my more than 30 years of experience in the further development and personal consulting of thousands of experienced managers.

The **Malik Fast Lane Effectiveness Program** is available in three versions for optimized effectiveness with a minimum of time expenditure:

- A. For executives as individuals
- B. For superiors together with their direct teams
- C. For executive teams on the same level

2. REBUILD—The culture of professional effectiveness

Effectiveness means: **Doing the *right thing*—and doing it *right***. More and more often effectiveness is the weakest link in today's management practice. The reasons for this lie less in the individual persons, but rather in the new functional conditions of today's organizations. These include complexity, accelerated dynamics, uncertainty, and big change. What most people don't know: Especially the effectiveness can be improved the fastest—often within a few weeks. Only personal effectiveness leads to the right results in all situations. Because only this "*puts the horsepower on the road*".

Governance, leadership, agility and flexibility only become a reality through **effectiveness**. The values of an organizational culture are actually implemented through effectiveness. **Personal effectiveness** enables a "**culture of correct functioning**". It is the **culture of effectiveness** for mastering the complex challenges of the 21st century.

3. REDEFINE—The new need

Today's managers need individual training formats with flexible time schedules that are not tied to personal attendance. Our Fast Lane Program gives them the right content for their current and concrete challenges,

- tailored to personal requirements and individual strengths,
- one's own learning pace and individual learning habits;
- independent of appointments, travel activities and hotel stays.

4. REINVENT—The new solution

The **Malik Fast Lane Effectiveness Program** can be flexibly integrated into any work situation and is independent of deadline constraints. The technical basis for this are Prof. Malik's publications on the effectiveness of managers. For starters, it's usually his standard book "*Managing Performing Living*".¹

Each participant is accompanied individually for the individual management tasks—exactly when there is a need. The **Malik Fast Lane Effectiveness Program** includes:

- a **personalized enabling program** based on the **individual start diagnosis**,
- the support the **current tasks and their priorities** demand,

¹ *Managing Performing Living—Effective Management for a New World*, 2015; selected as "one of the best 100 business books of all time".

- joint events when the **team situation** requires it,
- **self-determination** about the personal pace of progress.

5. REVISE—The initial diagnosis and the correct content

The contents are based on the current and acute needs of the individual manager. This is determined in the initial diagnosis. If the demand changes during the course of the program, it will be adjusted accordingly. The focus is consistently on the **personal competence and individual effectiveness** of a manager for his or her immediate challenges. This can be followed by further topics from the Malik General Management Model.

6. RETOOL—The new methodology

As with the usual coaching, the enabling is individual and personal. In our program, this is done with methods and tools selected for managers, but "at a distance" with the following advantages:

- contents are adapted to the current task and their priorities;
- no on-site presence and no time-consuming travel necessary;
- complicated and lengthy appointment coordination is no longer necessary;
- learning and working hours are flexible and individual, even during off-peak times and on weekends;
- immediate and direct application of what you have learned;
- optimal learning speed and maximization of personal learning effectiveness;
- individual feedback loops of the knowledge application.

7. REORGANIZE—Personal responsibility

The **Malik Fast Lane Effectiveness Program** is based on the individual responsibility of each participant. Each manager decides for him- or herself how quickly and directly he or she attains and applies their qualifications. This is an essential element of self-management and also for the enabling of the team you lead.

8. RELOAD—The Duration

The Malik Empowerment Program consists of blocks of 3 – 6 months. The duration is not fixed, but can be freely defined and depends to a large extent on the start diagnosis and the participant's objectives.

9. RECERTIFY—Certification

If desired, participation and success can be certified at the end of the program.

10. REFINANCE—The Costs

Depending on the program version you choose, the number of participants and the initial diagnosis, the program fees are offered on request.

11. REINFORCE—Licensing for exponential effect

Participants may be entitled to pass on the program in whole or in part, with or without documents, to other persons in their own organization. Systematically applied this leads to a "snowball effect" with exponential effect. The details are defined in a separate licensing. The participant is not entitled to pass on the contents of the program without obtaining a license.

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