

# Leader Training Institutes

## DESCRIPTION

Leader Training Institutes are part of a five-step process to prepare and license sales managers to conduct Miller Heiman programs in-house and at the same time ensure the integrity of the programs.

The process to become a licensed Client Associate includes participation in the program itself, Pre-Institute study of the program concepts, participation in a Leader Training Institute (LTI), additional preparation prior to teaching, and assistance from a Miller Heiman coach for the first program.

## RESULTS

Leader Training Institutes provide the ability to conduct Miller Heiman programs where and when appropriate with great flexibility as to timing and group size. In-house instructors become consultants to their organizations to facilitate successful implementation of the system.

## HOW THE PROGRAM WORKS

Most Leader Training Institutes are four-day programs in which participants discuss program concepts in depth, learn to introduce and develop each concept, design their own teaching plans, and practice teaching each of the concepts. (Note: LTI's vary in length from two to five days depending on which Miller Heiman program is involved.)

Attendees are usually sales managers or senior sales executives from companies who have run Miller Heiman programs. LTI participants must have attended the program to be implemented at least once and all attendees must complete approximately eight hours of preparatory work prior to the LTI.

The first part of the LTI is spent discussing both concepts and program implementation. The next section is spent developing individual teaching plans and practicing concept instruction. The last portion consists of teaching tips and suggestions for assuring successful programs.

Participants are encouraged to prepare for and teach their first program within one month of attending the LTI. Each person is assigned a Miller Heiman coach to answer questions prior to and during their first program. At the successful completion of the program the coach presents a certificate of achievement and the instructor becomes a Client Associate of Miller Heiman.

## WHO SHOULD ATTEND

The people selected should meet these qualifications:

- have been successful sales representatives
- are currently successful sales managers
- are bright and able to grasp new concepts
- have strong peer credibility
- have good interpersonal skills and are good presenters
- are on the way up
- are active supporters of Miller Heiman processes
- want to teach Miller Heiman processes

Those chosen should see this opportunity as a “plum” that will give them broad exposure and high visibility. They should not be burned-out, unmotivated, cynics.

Participants must attend the appropriate program prior to attending a Leader Training, as the LTI only provides a “walk-through” of the program. Since many LTI participants do not have direct account responsibility, the program exercises are “talked-through,” but not worked with live accounts as is done in a normal program. (Note: Miller Heiman Public Sessions do not qualify an individual to attend a Leader Training Institute)

Client companies are encouraged to send two people through the LTI who will co-teach their first program. Every LTI participant must attend entire program as drop-ins or observers are not allowed.

Public Leader Training Institutes are held in Reno, Nevada, throughout the year.

Private LTI's can be scheduled at any location for a company sending five or more people through the LTI. Enrollment at least four to six weeks prior to the LTI date is encouraged to allow enough time for participants to complete the Pre-Institute assignment.

