



*Welch Way.*  
MANAGEMENT TRAINING

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Great managers  
aren't born.  
**They're made.**

Transform your team and drive immediate results with the **WELCH WAY MANAGEMENT TRAINING PROGRAM**. The program delivers Jack's legacy of battle-tested business insights through dozens of exclusive videos and interactive learning materials that can be applied immediately within your business or team within a self-paced platform that meets the needs of busy professionals.

# TIRED OF EXPENSIVE, INEFFECTIVE MANAGEMENT TRAINING?

The Welch Way Makes it Fast and  
Easy to Go **from Learning—to Doing.**

The flexible and richly interactive approach to online training will make you and your team want to lean in and engage with the skills and ideas that make an immediate impact in your organization.

The program offers a fully mobile learning experience, through the Sophia.org online platform, that goes wherever you or your team go. Each of our 8 self-paced courses is divided into several modules focused on mission-critical management skills every company needs from their workforce. Within each module, your team will advance through a process that puts learnings into action, immediately.



## About JACK WELCH

Named “Manager of the Century” by *Fortune* magazine and coined “The CEO of CEOs” in *Forbes’* 100 Greatest Business Minds feature, Jack Welch was one of the world’s most respected and celebrated CEOs. He left a legacy built on his unmatched track record of success, enormous love of people, fierce passion for winning, and unbridled desire to change the world for the better. Using his proven management practices as a blueprint, Welch Way students learn critical business principles they can quickly apply.

## 4-STEP PROCESS

1

### Keynote from Jack

Every section begins with a brief video from Jack. He introduces the key topics and highlights the proven practices that will drive your team and your organization to stronger performance.

2

### Guiding Questions

Next, a few guiding questions get your team thinking about the material ahead. They’re asked to focus on each one, and then conduct a quick self-assessment of current skills before diving in.

3

### Core Content

From there, they will immerse in the core content of the section. They’ll get detailed insights into Jack’s principles and practices, to see how his teachings apply directly to their work.

4

### Playbook

Finally, get actionable steps and tools for deploying the newly learned skills. As students advance through each section, they’ll build a custom Playbook that will help maximize productivity and includes:

- **Takeaways** that help you translate Jack’s teachings into the context of your own organizational challenges.
- **A plan of action** for implementing their new management skills and tracking their progress along the way.
- **Game pages** that provide step-by-step instructions for managing your people.

# 8 COURSES TO UPSKILL YOUR TEAM AND Increase Performance

As one of the most successful business leaders of all time, Jack Welch knows what it takes to motivate people, get results, and make organizations win. With the Welch Way Management Training Program, we give your team and organization everything they need to do the same—and do it now.

## LEADERSHIP IN ACTION

*How to practice great leadership principles that drive performance*

- Establish mission and values that define how to win
- Cultivate a culture of candor to improve efficiency and effectiveness
- Create a performance culture through differentiation
- Generate productive communication and good ideas

## CREATING A WINNING STRATEGY

*How to cut through the complexities of strategy development*

- Understand the macro and micro aspects of strategy development
- Develop a clear and actionable plan
- Implement a winning strategy
- Evaluate and adjust existing strategies to maximize impact

## MANAGING CHANGE

*How to design and implement a successful change initiative*

- Properly identify the need for change
- Define the right scope of the change
- Get the right teams and processes in place
- Make sure that the change lasts

## INNOVATION AND AGILITY

*Break patterns of stagnation and find ways to add value by solving problems faster and moving to execute changes faster.*

- Dispels myths of what innovation really is
- Learn a systematic method to gather new ideas
- Presents practical steps that can help you build a nimble adaptive organization

## OPERATIONAL EXCELLENCE

*How to gain a competitive advantage by improving operational efficiency*

- Evaluate your operations and uncover deficiencies in your supply chain
- Develop concrete steps to improve the efficiency of your operation
- Manage the process of implementing operational changes

## MANAGING YOUR TEAM

*How to manage people effectively to bring out the best in them*

- Hire, fire, and promote to build the strongest possible team
- Find employees' strengths and help them maximize their potential
- Use differentiation to motivate and manage the team to deliver the behaviors needed to achieve the company's mission

## FINANCE FOR MANAGERS

*How to gain proficiency in business finance as a non-finance professional*

- Understand the language of business finance
- Learn the basics of accounting and financial processes
- Build and manage budgets and business plans

## BUILDING A WINNING CAREER

*Suitable for individual contributors and for those who have not yet stepped into a management role, this course provides straightforward guidance on how to grow professionally.*

- Learn what it takes to drive the organization forward
- How to align your activities to the mission and strategy of the organization
- Classic pitfalls to avoid as you grow in your career
- How to communicate effectively and with confidence

## Welch Way. BENEFITS



### TIMELESS TEACHINGS

Personally developed by Jack to help your team learn the performance—and people-driven management methodology that made him a global business icon and influenced thousands of today's top companies.



### IMMEDIATE APPLICABILITY

Welch Way is designed to deliver top management performance—and deliver it today so your team can put their new skills into practice and getting the most out of their people.



### PERSONALIZED, INTERACTIVE LEARNING

The Welch Way allows your people to work at their own pace, on their own time and from almost any web-enabled device.

# Make Your Team THE PLACE TO BE

Give your team a playbook of proven tools and actionable practices they can apply immediately. The Welch Way high-impact, performance-driven management training can be implemented at any scale and customized to meet your organization's most urgent business needs.

*Customize  
the Program  
for Your  
Organization*

## CUSTOMIZED PORTAL

Branded with your logo, corporate colors, messaging, and images we will create a custom portal for your organization.

## PRIVATE COHORTS

Establish a "company only" cohort of the Welch Way program that is offered in a secure, password-protected environment.

## PROPRIETARY CONTENT INTEGRATION

Integrate your customized content into the curriculum for extra relevancy. These inserts could be industry-relevant case studies, leadership videos, or existing training used at your organization.

## INTERACTIVE GROUP SESSIONS

Welch Way provides a Coach's Guidebook to help lead internal, interactive sessions for each section of each course to ensure participants stay on pace, relate the course to their work, and learn from one another.

## ANALYTICS & REPORTING

Monitor, assess, and evaluate compliance via a custom analytics portal that features tools and reporting functions that give your company 24/7 statistics.

## ASSESSMENT ADVISOR

Welch Way can help you evaluate the impact of the training system every quarter with an assessment advisor who will schedule meetings and provide reports. Depending on the depth and breadth of the desired assessment, this offer could require additional internal data from your company to complete the assessment.

## ACCOUNT MANAGER

Your organization will be assigned an account manager who will provide support and ensure the success of the Welch Way program in your organizations. This manager will be available to the group administrator and participants to assist with technical support, implementation logistics, resource coordination, and more.

## FACULTY SUPPORT

A Welch Way faculty member is a valuable extension to the Welch Way program. The faculty member will monitor discussions, answer participant questions, and even conduct live webinars if requested.



“Before you are a leader,  
success is all about  
growing yourself.  
When you become a leader,  
success is all about  
growing others.”

JACK WELCH,  
“MANAGER OF THE CENTURY”



## READY TO REGISTER?

Visit [www.jwmi.com/academics/welchway](http://www.jwmi.com/academics/welchway) to get started.

Or contact

1-855-596-5964 • [information@jwmi.com](mailto:information@jwmi.com)