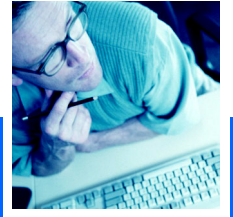


The new manager!

By Kate Cobb



Synopsis

Do you wish to explore your personal and corporate values and beliefs? Consider changes in current management practice? Write a vision statement? Explore how to bring your humanity into business? Then this article will assist you in becoming the manager we need for the 21st century; a manager who uses creativity and intuition and who is committed to ethical business practices.

How to ...

How to understand your personal and corporate values and beliefs.

How to bring humanity into your business and its management.

How to pursue ethical business practices.

Kate Cobb

Kate Cobb is an experienced training consultant working internationally with public, private and not-for-profit organizations. A previous senior manager herself, her specialisms include management, leadership, personal development, communication and team working. She coaches senior executives and is also an author of training publications on a variety of topics aimed at managers and trainers. Kate lives in the South of France.

Introduction

The way we will manage in the future is not the way we have managed in the past. The world of business is changing. In this article, I will be showing you how you can change too and become the New Manager that this century demands. Included in the article, you will find three tasks for you to do, which will increase your commitment to your own change process.

Why change the way we manage?

Change is part of our life and nowhere more evident than in the world of business.

Think back only 10 years ago: what part did your mobile phone play in your life then? Had you *heard* of the Internet then? Did you have a *PDA*? That change is continuing: the 'hardware' may be firmly in place, but ways of using e-communication are still in the process of being developed and expanded; the possibilities are limitless unless we limit them with our old 20th century minds!

Change *is* part of our life. Where better to embrace that change than in our everyday management thinking and being? In fact, we have NO CHOICE but to accept this new approach. We need New Managers for they can respond effec-