

THE CORN PHILOSOPHY

We equip people for better business

manuel knight
ACADEMY

If you want corn, plant corn

When I was young, I used to spend time with my grandparents on their farm. One day my granddad asked me to fix the fence. Instead I went swimming with my cousins in the creek. We were simply having too much fun to do the work we were asked to do. In the afternoon I wanted money to buy ice cream. My granddad asked:

"Did you fix that fence?"

"I can do it now. It won't take long," I said.

"Too late, it's done already, I did it myself. If you want corn - plant corn," he said, and simply walked away.

It taught me, what you put in is what you get out. It is the same rule in farming, as in life, as in business. At Manuel Knight Academy our philosophy originates from my grandfather, we call it The Corn Philosophy.

Manuel Knight
CEO and founder
Manuel Knight Academy



The Corn Philosophy

Faith - We believe that performance is all about people. It's about getting people on board. Creating trust. We firmly believe everybody wants to perform.

It is about inspiration. Inspiring people to the desired attitudes, behaviors and actions.

Preparation - Learning and training. There are seldom short cuts. It's about being prepared to be a leader. To stand up for decisions and directives. It's about giving the tough feedback and talking straight. Prepared to take ownership.

Execution - Practice and follow-up. Our message is straightforward; execute or evacuate. People do not always agree with the decision made. It is OK to feel the feelings as long as you do the right thing. When the message from the structure is forwarded, our job is to understand, accept and jump.

Our promise

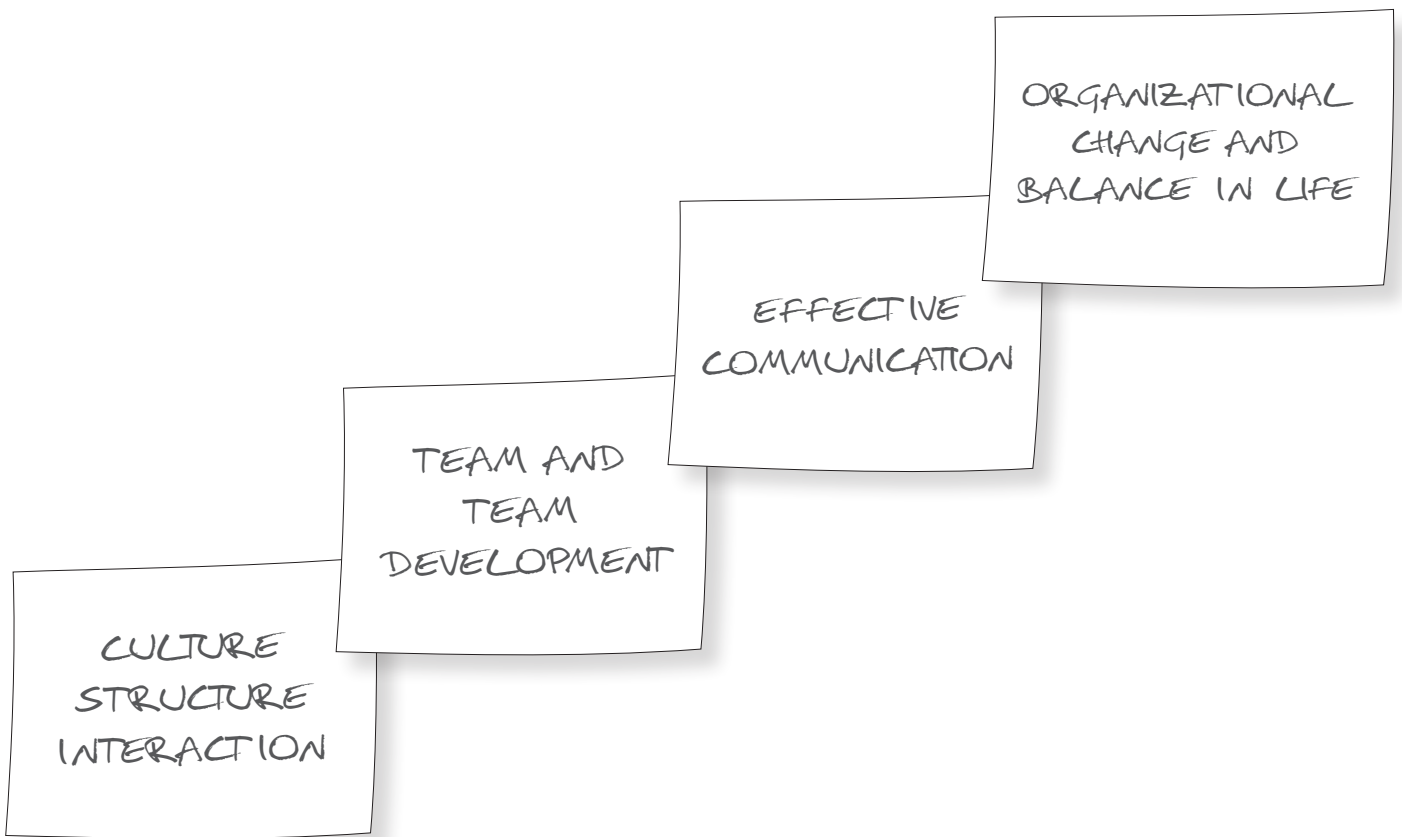
Successful companies and leaders acknowledge the necessity of a culture where people have the knowledge, skills and especially - the desire to perform.

Keeping to a simple, fundamental philosophy, the Corn Philosophy, we help our customers achieve sustainable behavioral change, alignment around key results and a high level of cultural accountability.

The result is a superior signature experience, internally and externally.

Equip people for better business

Our experience has shown that companies can enhance performance and develop both the business and the individuals, if the objectives are clear and the organization is motivated, nimble and engaged. We work with four basic modules to develop leaders and organizations:



Our methodology



We train leaders and team members in the theories and tools needed to create a high performing culture.

We will ensure that you perform in your organization and implement the theories and tools in your everyday business.

By using follow-up we accelerate the process of going from words to action.

If you have the dedication and commitment, we promise sustainable impact on your culture and results.

Tailor-made programs to support performance objectives

Together with our clients, we create and conduct seminars and various programs

Seminars - Manuel Knight has given seminars for over 15 years, both in Sweden and internationally. His seminars cover the art of identifying, understanding and managing performance challenges. All seminars are loaded with Manuel's full attention, passion and contagious energy.

Processes - We will both design the process that responds to your performance objectives and challenges, as well as guide your organization through the steps. It is important to us that a process is run in close cooperation with the client to ensure continuous development after finalized process.

Workshops - Single or series of workshops are useful to facilitate the initial phase of a comprehensive change process. We design workshops for your executives and middle management as well as for any of your teams.

Leadership Programs - We offer open leadership programs for different management levels. The programs run over a period of 6 to 12 months. We also have a track record of being the external partner in internal leadership programs of many companies.



Annually Manuel Knight conducts hundreds of seminars worldwide.

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UNDERSTAND, ACCEPT AND JUMP
APPLICATION FOR THE STRUCTURE:
DRAW A LINE IN THE SAND
PERFORMANCE COMES FROM THE
CULTURE WE BELIEVE EVERYBODY CAN
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APPLICATION FOR THE CULTURE:
ESTABLISH HORIZONTAL COMMUNICA-
TION THE CULTURE IS OWNED BY EVERY-
ONE IN THE COMPANY TO GET PERFOR-
MANCE YOU NEED KNOWLEDGE (WHAT),
SKILLS (HOW) AND DESIRE (WILL)
IF YOU SEE THE PROBLEM, YOU OWN IT
HAPPINESS