

# LEADERSHIP

Modular Series™



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH KNOWLEDGE WORKER AGE LEADERSHIP

## Leading Across Generations

*A four-hour, modular, instructor-led program for leaders.*



“The prosperity of countries — and companies — depends on their ability to create value through their people, and not by husbanding resources and technologies.”

— Kenichi Ohmae,  
The Next Global Stage

### ▶ OUTCOMES

Participants in FranklinCovey's *Leading Across Generations* leadership-development module will be able to:

1. Understand and leverage the differences between generations.
2. Resolve the “points of friction” that inevitably occur between generations’ differing perspectives, styles, and expectations.
3. Motivate team members to volunteer their greatest contribution by engaging the whole person and giving space for generational differences to exist.

### Challenge

## Can Your Leaders Leverage the Differences Between Generations?

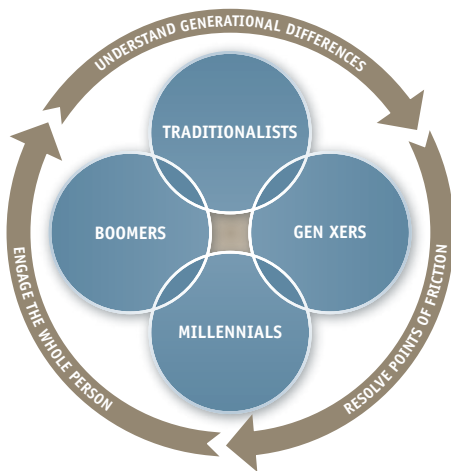
For the first time in history, there are four distinct generations in the workforce: Traditionalists, Baby Boomers, Gen Xers, and Millennials...all with their own perspectives, styles, and expectations. Unfortunately, where there are differences, often there are conflicts. In the past, leaders have had to apply general conflict-resolution approaches to overcome the tension created by these differences. But what if leaders could *leverage* the differences between generations instead of just eliminating conflict?

## Solution

### Great Leaders Tap Into the Unique Contributions of Each Generation

FranklinCovey's *Leading Across Generations*—a four-hour, instructor-led leadership-development module—gives leaders a profound understanding of the differences between generations. But great leaders don't just understand the differences, they also recognize the importance of putting those differences to work in finding more creative solutions to problems; fostering robust, productive dialog; and engaging team members in giving their highest and best contributions. Much more than a "conflict resolution" program, participants in the *Leading Across Generations* program:

- Gain an understanding of the specific differences between the four generations in today's workforce.
- Discover how stereotyping hinders communication and engagement.
- Learn how to engage the "whole person" in helping team members from every generation apply their unique talents and contribution.
- Know how to conduct a "Whole-Person Engagement Conversation" to identify areas for improving engagement.
- Resolve the "points of friction" where one generation's style or perspective is likely to conflict with those of another generation.
- Explore different "points of friction" scenarios using the included reference cards to find solutions.
- Follow a powerful 21-day implementation plan to put their new understanding of the generations into practice.



## Tools

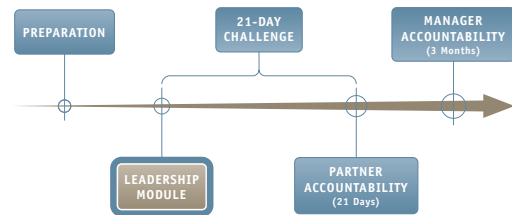
Participants in the *Leading Across Generations* program receive the following materials and tools:

- Participant guidebook
- Participant DVD (including a select video from the program)

- Tools CD
- 21-Day Challenge (implementation plan)
- Points of Friction Cards (reference cards)

## The Process

You will significantly increase your leaders' ability to effectively lead different generations of workers.



## Certification

Certifying in FranklinCovey's *Leadership Modular Series* programs is easy. Simply request a free Fast Track Certification DVD from your client partner and follow these three simple steps:

1. Watch the contents of the DVD.
2. Submit the Facilitator License Agreement and payment for your facilitator materials to obtain your pass code to unlock the facilitator-materials files on the DVD.
3. Unlock the files to review the materials and begin preparing for your first program.

## FranklinCovey's Leadership Modular Series: Scalable, Flexible...Doable

Tap into the most essential tools for today's leaders with FranklinCovey's *Leadership Modular Series*.

With manageable four-hour instructor-led programs, now even your busiest leaders can focus on the specific competencies that target their personal leadership gaps.

The *Leadership Modular Series* includes the following instructor-led programs:

1. The 4 Imperatives of Great Leaders
2. Inspiring Trust
3. Clarifying Your Team's Purpose and Strategy
4. Closing the Execution Gap
5. Building Process Excellence
6. Unleashing Talent
7. Leading Across Generations

## Give your leaders the knowledge and tools they need to effectively lead different generations of workers.

Take advantage of the world's best thought leadership, efficiently packaged to target the specific competencies leaders in your organization need most. When leaders participate in a Leadership Modular Series program, they reap the benefits of the finest-quality tools from the global leader in leadership development. For more information, contact your FranklinCovey client partner, or call +91-124-4782222 to find a representative in your area.