

# LEADERSHIP

Modular Series



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH KNOWLEDGE-WORKER AGE LEADERSHIP

## Leadership Modular Series

“The call and need of a new era is for greatness. Tapping into the higher reaches of human genius and motivation requires leaders to have a new mind-set, a new skill-set, and a new tool-set.”

—Stephen R. Covey

### ▶ OUTCOMES

FranklinCovey's *Leadership: Modular Series* will help leaders learn how to:

1. Understand and apply the 4 Imperatives of Great Leaders.
2. Inspire and build trust and influence with others.
3. Clarify the purpose and strategy of the team.
4. Build processes that ensure long-term success.
5. Close the gap between strategy and execution.
6. Understand the connection between loyal customers and growth.
7. Unleash the talent of people on their team.

### Challenge:

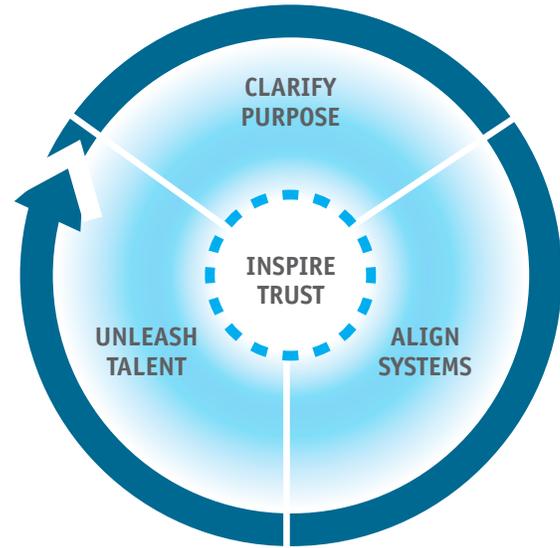
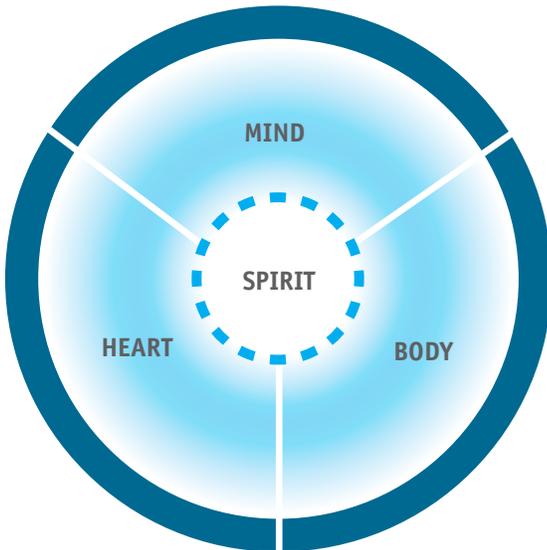
Are your leaders prepared to lead in a knowledge-management environment?

Today's leaders must be able to see their people as “whole people”—body, heart, mind, and spirit—and manage and lead accordingly. As a result, leaders spend their efforts creating a place where people want to stay and in which they are enabled to offer their best, time and time again.

## Today's Leadership Crisis

The transition from the Industrial Age to the Knowledge Worker Age has resulted in four chronic problems faced by today's leaders. These include:

- 1. Trust in leaders at historic lows.** Just when the payoff for trust was never higher, we have wary customers, hesitant partners, a cynical public, and suspicious employees.
- 2. Strategic uncertainty.** Challenges that once took years to materialize now arise overnight; competitive advantages vanish, governments vie for capital and talent; and hyper-paced technological change means that someone on the other side of the world just turned your business on its head.
- 3. An ominous shortage of experienced leadership.** In some organizations, throngs of leaders are retiring. And other rapidly-growing organizations lack qualified leaders. The result? Inconsistent execution, weak decisions, unfulfilled employees, and missed opportunities.
- 4. The war for talent.** Just when the right idea can change an industry, knowledge and creativity are at a premium—and totally mobile. People no longer satisfied with just showing up want to make a difference. The best people hire their employers, not the other way around. And the contribution they can make is more motivating than their paycheck.



## Solution:

Leaders unleash talent and capability by carrying out the 4 Imperatives in a “whole person” way. They are sequential in that one builds upon another, and simultaneous—meaning that you must constantly pay attention to all four in order to sustain outstanding performance.

Great leaders can be defined as having these 4 Imperatives:

- 1 Imperative 1: Inspire Trust**—to build credibility as a leader so that people will trust you with their highest efforts.
- 2 Imperative 2: Clarify Purpose**—to define a clear and compelling purpose that people will want to offer their best to achieve.
- 3 Imperative 3: Align Systems**—to create systems of success that support the purpose and goals of the organization, enable people to do their best work, operate independently of you, and endure over time.
- 4 Imperative 4: Unleash Talent**—to develop a winning team, where people's unique talents are leveraged against clear performance expectations in a way that encourages responsibility and growth.

## Overcome today's challenges by tapping into the best thinking of well-known leadership experts such as:

- Jack Welch (former head of GE)
- Ram Charan (*Execution: The Discipline of Getting Things Done*)
- Fred Reichheld (*The Ultimate Question*)
- Clayton Christensen (*The Innovator's Dilemma*)
- Stephen R. Covey (*The 7 Habits of Highly Effective People*)
- Stephen M. R. Covey (*The Speed of Trust*)

**Without leaders who can connect the efforts of their team to the critical objectives of the organization, no organization has ever become great. Put your leaders on the path to greatness today.**

## Focus on Specific Leadership Skills and Competencies With the *Leadership Modular Series*

Drawn from the proven content of FranklinCovey's flagship leadership-development program, the *Leadership Modular Series* allows you to tailor the content to the specific behaviors and competencies that are most relevant to you. The *Leadership Modular Series* includes:

### Module 1: *The 4 Imperatives of Great Leaders*

Three-hour overview of the 4 Imperatives framework. This module also includes the *Leadership Quotient* assessment. Participants will:

- Learn how to leverage the knowledge that exists in their team.
- View team members as “whole people,” each with a unique talent and contribution.
- Understand the 4 Imperatives of Great Leaders.

### Module 2: *Inspiring Trust*

Four-hour module to help leaders understand the connection between trust and business results. Participants will:

- Learn the behaviors that build trust.
- Increase influence through greater trust and trustworthiness.
- Learn how to build, restore, extend, and maintain trust.

### Module 3: *Clarify Your Team's Purpose and Strategy*

Four-hour module to help leaders connect the purpose of their team to the mission, vision, values, and strategy of the organization. Participants will:

- Clearly understand and articulate the “job” of their team.
- Connect the team's work to the economic drivers of the organization.

### Module 4: *Closing the Execution Gap*

Four-hour module to help leaders build a process for executing on the highest priorities. Participants will:

- Learn how to identify Wildly Important Goals.
- Define and create actionable lead measures.
- Create motivating scoreboards.
- Instill a cadence of accountability for achieving results.

### Module 5: *Building Process Excellence*

Four-hour module to help leaders create processes that ensure ongoing success. Participants will:

- Identify the core processes through which work is accomplished.
- Create a means for improving the predictability of results.
- Use powerful tools to maximize work processes.

### Module 6: *Unleashing Talent*

Four-hour module to help leaders tap into the unique talents and contribution of each member of the team. Participants will:

- Help team members define their contribution.
- Learn three “leadership conversations” to clarify performance expectations, apply specific talents to key objectives, and “clear the path” toward progress.

### Additional Modules Coming Soon

#### *Leading Across Generations*

A four-hour module to help leaders understand the differences between Baby Boomers, Gen Xers, and Millennials. Participants will learn how to:

- Foster effective communication across different generations.
- Improve the quality of results by leveraging the unique strengths of each generation.
- Reduce conflicts by coaching team members to work well with co-workers from other generations.

#### *Winning Customer Loyalty*

A four-hour module to help leaders measure and improve not just customer satisfaction, but true loyalty. Participants will learn how to:

- Understand the connection between loyal customers and growth.
- Measure customer loyalty through a Net Promoter Score.
- Implement a powerful system for improving customer loyalty.

Each module includes a rich set of materials:

- Participant guidebook
- Tools CD
- Participant DVD with a select video from the program
- Implementation handbook

The *Leadership Modular Series* is available as onsite or client-facilitated programs. Contact your FranklinCovey client partner for more information about how you can access these powerful programs, including FranklinCovey's new Fast Track certification process.

## Take a Flexible, Competency-Based Approach to Your Leadership-Development Initiatives.

For more information about FranklinCovey's Leadership Modular Series programs, contact your client partner or call +91 124 478 2222 to be put in touch with someone in your local area who can answer any questions. You may also visit [www.franklincoveysouthasia.com](http://www.franklincoveysouthasia.com).