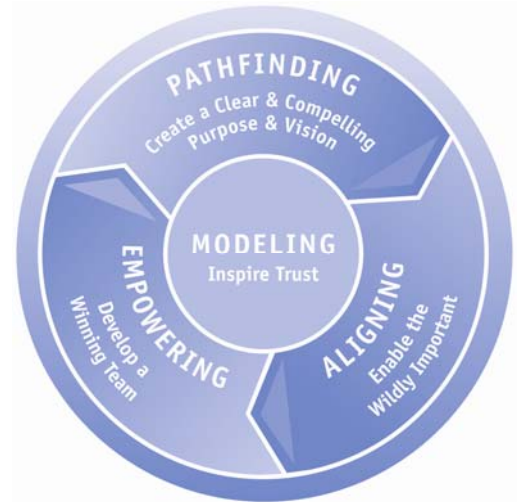


## Leadership: Great Leaders, Great Teams, Great Results

Leadership is the ability to unleash the highest talents and contributions of people toward the most important goals of the organization. *Leadership: Great Leaders, Great Teams, Great Results* is a blending of the “heart” of leadership with the hard edge of execution...it is a unique balance of head and heart, of soft skills and hard skills.

Organizations must develop leaders who can not only lead people, but who “get things done” on a personal and team level.



The 4 Roles of Great Leaders

### Participants will leave with:

- A clear understanding of how they lead their team to:
  - Support immediate customer needs
  - Connect to the broader strategy of the organization
  - Drive the organization’s money-making model
- Increased ability to communicate vision and purpose in a compelling way to gain commitment
- An understanding of four essential systems that drive leadership success:
  - **Execution:** how to focus on and achieve the unit’s most important goals
  - **Talent:** how to attract, position, develop and reward people
  - **Core work processes:** how to organize their most critical work
  - **Customer loyalty:** how to measure if the work they are doing is meeting customer needs
- An understanding of the three leadership conversations that make the most impact in unleashing talent and helping people perform
- An action plan for getting results
- Better alignment to the goals of the organization
- A path to build trust and trustworthiness
- The skills needed to marshal their teams’ talents toward achieving those goals

A key difference between this new leadership offering and programs of the past is FranklinCovey’s unique ability to bring some of the best thought leadership in the world into a cohesive framework, including:

- Jack Welch
- Ram Charan
- Clayton Christensen
- Fred Reichheld
- Stephen Covey
- Stephen M.R. Covey

### Participants will receive:

- Participant guide
- Leadership Essentials book/Contract
- eTools CD
- Pocket Card
- DVD with selected videos from the course

**Integrated throughout the offering are cutting-edge video case studies with examples ranging from a shift-level nurse to a CEO, including:**

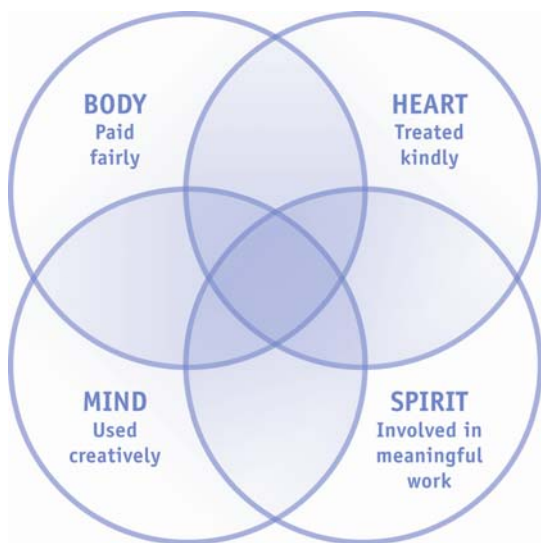
- Andy Taylor, Enterprise Rent-a-Car: Measuring customer loyalty
- Kevin Rollins, Dell Computers: Getting your core processes down—direct to consumer model
- Apple Computers: Job to be done—iTunes and iPods
- Quicken, Intuit: Job to be done—software
- Women’s soccer teams: Anson Dorrance on the importance of systems to drive success
- Mountain climbing teams: Eric Weyermeyr and the Everest team on the importance of great leadership
- Airlines: Clear purpose and goals
- Microlending: Find your voice
- Retail stores: Achieving business results through great execution

Rich with practical tools (more than a dozen), this offering moves away from theory and into hardcore analysis of purpose, financial models and systems. Included are post-program implementation resources featuring a dedicated Web site, pod casts, web casts, and new videos.

This offering introduces the LQ (Leadership Quotient), a unique, proprietary, self-administered leadership assessment tool. The LQ creates a baseline and comparative report for all participants to measure and sustain their leadership abilities. Participants take a baseline LQ and a later comparative to show impact, and the accompanying contract encourages a report out with immediate managers to foster a high level of internal accountability.

Participants work on real goals, real measures, real challenges, real purposes.

### The Whole Person Paradigm



At the core, there is one simple, overarching reason why so many people remain unsatisfied in their work and why most organizations fail to draw out the greatest talent, ingenuity and creativity of their people. It stems from an incomplete paradigm or who we are—our fundamental view of human nature.

Human beings are not things needing to be motivated and controlled; they are four dimensional—body, mind, heart and spirit. If you neglect any one of the four parts, you turn a person into a thing, and you have to control, manage and carrot-and-stick them in order to motivate them.

In today’s Knowledge Worker Age, only one who is respected as a whole person in a whole job—paid fairly, treated with courtesy, and given opportunities to exercise their creativity and serve human needs in principled ways—will make the full contribution needed to sustain organizational greatness.