

# LEADERSHIP

Great Leaders • Great Teams • Great Results

TM



ACHIEVING ORGANISATIONAL GREATNESS THROUGH KNOWLEDGE-AGE LEADERSHIP



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

“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: Great Leaders, Great Teams, Great Results* Programme will help Leaders learn how to:

1. Build trust and influence with others.
2. Define their team's purpose and their "job to be done."
3. Create a strategic link between the work of the team and the goals of the organisation.
4. Connect the work of the team to the organisation's economic model.
5. Align the four essential systems of execution, talent, core work processes, and customer feedback.

### Challenge:

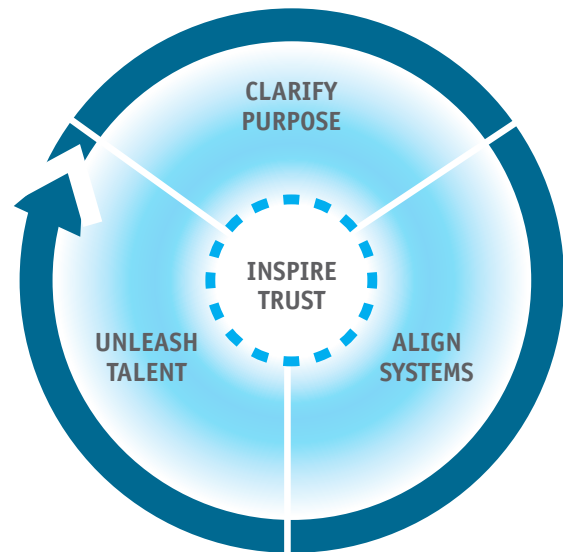
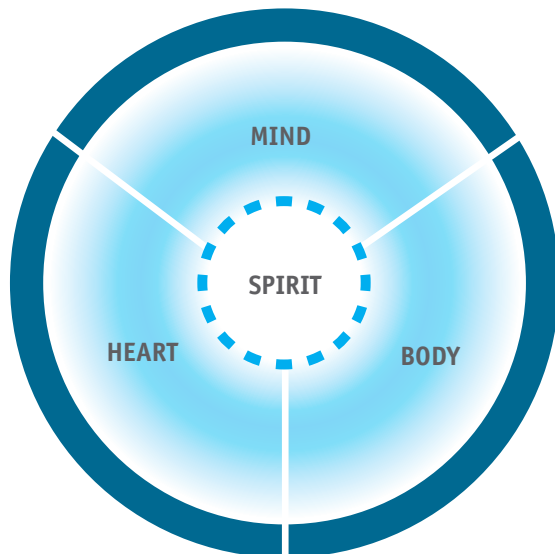
Do your leaders know how to unleash the highest and best contribution of their teams toward their organisation's most critical priorities?

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 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 materialise 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 countries, throngs of leaders are retiring. And other rapidly-growing countries lack qualified leaders. The result? Inconsistent execution, weak decisions, missed opportunities, and unfulfilled employees.
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 are no longer satisfied with just showing up they want to make a difference. The best people hire their employers, not the other way around. The contribution they can make is more motivating than their pay cheque.



## 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 leaders, 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 organisation, enable people to do their best work, operate independently of you and endure overtime.
- 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:

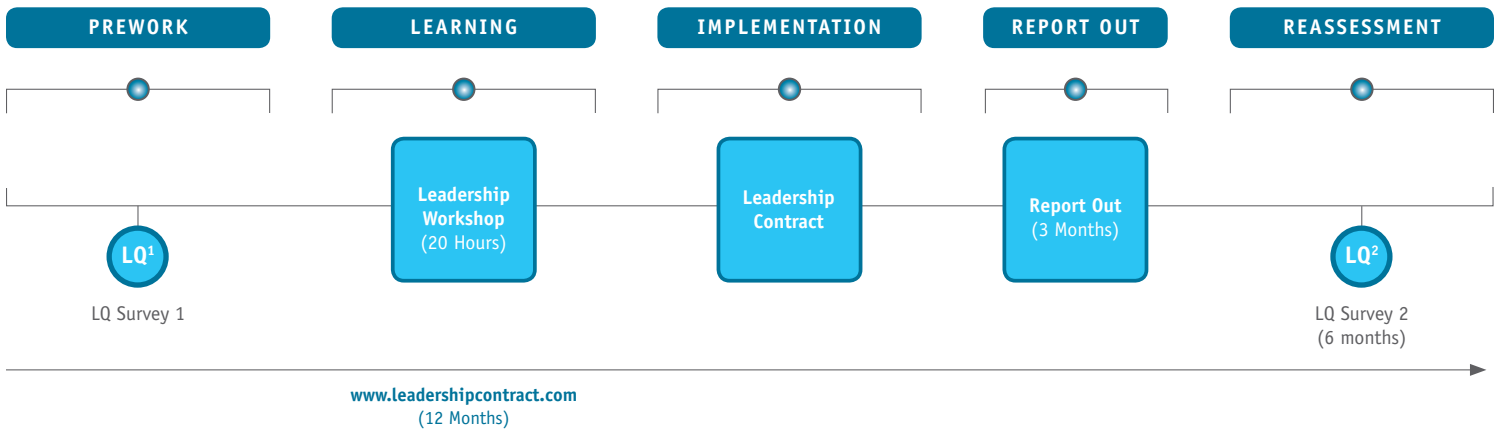
- Jack Welch (former head of GE)
- Ram Charan (*Execution: The Discipline of Getting Things Done*)
- Fred Reichheld (*The Ultimate Question*)
- Clayton Christensen (*The Innovator's Dilemma*)
- Stephen R. Covey (*The 7 Habits of Highly Effective People*)
- Stephen M. R. Covey (*The Speed of Trust*)

## Assessing and Implementing the Principles of Great Leadership

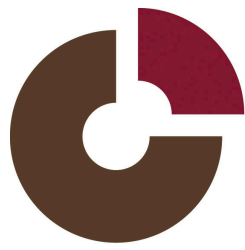
More than just a training event, *Leadership: Great Leaders, Great Teams, Great Results* takes a process-oriented approach to developing great leaders. The process, as outlined below, includes:

- Pre-work to help you prepare for the experience, including defining a personal leadership challenge or opportunity you want to focus on.
- Leadership Quotient (LQ) assessment to measure your leadership capabilities against the 4 Imperatives of Great Leaders.
- A full set of electronic tools, videos and other resources to help you implement what you have learned and achieve new levels of results when you return to the office.
- Exclusive access to online leadership tools, expert interviews, and other resources at [www.leadershipcontract.com](http://www.leadershipcontract.com).
- A set of leadership books, including
  - The 8th Habit, by Stephen R. Covey
  - The Speed of Trust, by Stephen M. R. Covey
  - The Ultimate Question, by Fred Reicheld
  - What the CEO Wants You to Know, by Ram Charan
  - The Innovator’s Dilemma, by Clayton Christensen
- Follow-up Leadership Quotient assessment (6 months after the programme)

### LEADERSHIP: GREAT LEADERS, GREAT TEAMS, GREAT RESULTS PROCESS



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



# KinchLyons

## consulting

*where psychology means business*

---

**Give your team members the knowledge and tools they need to execute on your top priorities.**

For more information about FranklinCovey's *Leadership: Great Leaders, Great Teams, Great Results* programme, contact your Client Partner or call 0845 200 4200 to be put in touch with the Open Enrolment Team who can answer all your questions. Or visit [www.franklincovey.co.uk](http://www.franklincovey.co.uk).