

# LEADERSHIP DEVELOPMENT CERTIFICATE PROGRAM

## TWO-DAY AGENDA

**PRE-EVENT:** Each person will be sent a username and password a few weeks prior to the event, so you can login on-line and take a **“Leadership Developmental Assessment”** that will help evaluate your strengths and weaknesses as a leader. You will answer 157 questions, which takes about 20 minutes, then you will receive a 17-page report via email within 24 hours. Brad will arrange a 60-minute group conference call with everyone prior to the two-day event, to review the results of the assessment and provide everyone with personal tips on how to improve as a leader. This is not a test: there is no pass or fail, it simply assesses your leadership skills and provides developmental recommendations.

### **DAY ONE - 8:00 a.m. to 12:00 p.m.: “Simple Steps to an Extraordinary Career & Life”**

- 12 areas of life that can lead to an extraordinary career and life
- The three levels of desire and how they trigger success
- The two motivators that influence our decisions and success
- Defining the emotional motivators and how they impact us
- Understanding F.E.A.R. and why it kills dreams
- Your primal fears and how they impact your decision making
- The inner saboteur that tries to keep you small
- Eliminating energy givers and vampires from your life
- Setting S.M.A.R.T. goals so they become actionable
- Learning to “Idea Map” your goals, so they become a reality
- Disempowering language that sabotages success
- Why we confuse “symptoms” with “problems”
- How our past can influence our future
- Why we take ourselves wherever we go
- Rebranding yourself into a more powerful new you

### **LUNCH ON YOUR OWN - 12:00 p.m. to 1:00 p.m.**

### **DAY ONE - 1:00 p.m. to 5:00 p.m.: “Turning Managers into Leaders”**

- The four emotional intelligence competencies and self-management
- The 22 characteristics of a great leader – how do you score?
- All eyes are on the leader – walk the talk!
- Rethinking your role as a manager
- Reactive vs. proactive leadership
- Habits are hard to break
- Why no thought lives rent free in your head
- Proper and poor delegating
- Creating clearly defined boundaries for your employees
- Tools to help your employees change their behavior
- Guidelines for motivating your employees
- Utilizing “Personal Action Plans” to increase productivity
- The power of mentoring and how it influences behavior
- Creating “Weekly Praise Lists” to help monitor your praise

### **DINNER ON YOUR OWN**

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## DAY TWO - 8:00 a.m. to 12:00 p.m.: “How to Coach Your Employees, Peers & Supervisor”

- The differences between “coaching” and “teaching”
- What coaching is and is not
- The differences between “coaching” and “counseling”
- Six common pitfalls to the coaching process for the person being coached
- Coaching will not work in at least four scenarios
- What to do if the person you are coaching fails
- Using “Coaching up” dialogue to influence your boss
- The four options available when requesting action
- Why truth and confidentiality are so important to the coaching process
- Top nine coaching tips to make you more effective
- The intake session and its purpose
- The strategy of planning your coaching sessions
- Five roles of a coach
- Different types of coaching questions that may be used

## LUNCH ON YOUR OWN: 12:00 p.m. to 1:00 p.m.

## DAY TWO - 1:00 p.m. to 5:00 p.m.: “Conversational Charisma: Mastering Communication & Relationships”

- The three learning styles and why they matter
- Five primary conversational behaviors
- Five primary causes of upsets
- How voice inflection and timing influence communication
- Why some people do not want to let go of conflict
- Ten ways to give constructive feedback
- Dealing with a supervisor who is unwilling to change
- Dealing with an employee who is unwilling to change
- To reduce miscommunication, seek clarity
- Silence is not always golden
- How to eliminating office politics and employee drama
- How to retain what you hear
- Dialogue vs. monologue
- Asking permission before offering advice

## FINAL QUESTIONS AND ANSWERS

## PRESENTATION OF “CERTIFICATES OF COMPLETION,” EXECUTIVE PEN SETS AND A SURPRISE GIFT

## END OF EVENT