

4 ESSENTIAL ROLES OF LEADERSHIP



This course is targeted at mid-senior-level leaders. However, depending on the size of the organization and the amount of previous leadership training leaders have experienced, the course can apply to various levels of leadership—from less experienced C-level leaders to more experienced front-line leaders who manage larger teams. The **4 Essential Roles of Leadership** has also tested well for emerging leaders, although they are not the primary audience.

■ What's Included In The Participant Materials?

- The first role is to Inspire Trust. This role highlights who a leader is, and why others choose to follow that person. Credible leaders have both character and competence, and shape a culture of high-trust.
- The second role is to Create Vision. Every great leader must have a vision, because leadership, by definition, requires change. It means taking yourself, your team, and your organization from where they are today to where they need to be tomorrow. That vision becomes a strategy the team can rally around.
- The third role is to Execute Strategy. Not only do leaders have to create a vision and strategy, they need to execute it consistently by aligning six key systems and implementing a consistent execution process.
- The fourth role is to Coach Potential. The best leaders move from telling and fixing to building other leaders through feedback and coaching. They utilize three key coaching skills in everyday conversations and utilize a formal Coaching Framework to help team members improve performance, solve problems, and develop their careers.

■ Course Outline

There are also five stand-alone modules that reflect the two-day content.

1. **INTRODUCTION TO THE 4 ESSENTIAL ROLES OF LEADERSHIP™**: Introduces The 4 Essential Roles of Leadership, the Levels of Engagement, and the 4 Drivers of Engagement. Provides a deeper dive into the 4 Essential Roles of Leadership Assessment. This can be used as a half-day stand-alone introduction to leadership.
2. **INSPIRE A CULTURE OF TRUST™**: Leaders go deep into the 4 Cores of Credibility, review the 13 Behaviors of High-Trust Leaders, and draft a team culture statement that reflects their values and enables them to model a culture of high trust.
3. **CREATE A SHARED TEAM VISION AND STRATEGY™**: Leaders draft a team vision, strategy, and strategic narrative.
4. **EXECUTE YOUR TEAM'S STRATEGY AND GOALS™**: Leaders are introduced to the Six Rights to align their team strategy and overview the 4 Disciplines of Execution.
5. **UNLEASH YOUR TEAM'S POTENTIAL THROUGH COACHING™**: Leaders learn the power of positive feedback, how to give instructive feedback, how to implement the three key coaching skills (listening, questioning, and acknowledging), and how to utilize the Coaching Framework to help people improve performance, solve problems, and develop their careers.

■ What's Included In The Participant Materials?

- Participant Workbook
- Leadership Cards
- Implementation Guide (hardcover and online)
- Self or 360 Assessment