

Business Leadership

One-Day Session

One of the greatest challenges of business leadership is convincing all stakeholders, whether they are in a leadership position or not, is that they have a vested role. Understanding and buying into a company's core beliefs is absolutely essential for this stage to be successful. This is accomplished by having a clear vision, mission, and core values. These principles should not just be posted on a plaque, but should serve as a compass for the organization. They should lead and inform how employees at all levels engage with each other, and external customers.

Module #1: Understanding Vision, Mission, and Core Values

As **Ted Turner**, the founder of CNN once said, "If you are going to lead others, it's a good idea to have thought out and planned a direction." A vision maps direction, mission defines purpose, and values list what's most important. In order for a company to be successful, all three must be *clearly* defined, and all stakeholders must be aligned. When stakeholders are mindful of these principles they make better decisions for themselves and for the customers they serve. When leaders fail to live by these principles they undermine themselves and are seen by others as lacking integrity.

By the conclusion of this module, participants will be able to:

- Understand and explain the importance of a clearly defined vision.
- Explain and differentiate a mission from a vision.
- Understand what values are and why they are an important part of a company's success.
- Develop a list of values that may be used to improve personal and professional effectiveness.

Module #2: Leading and Managing Change

As **Benjamin Franklyn** once said, "When you're finished changing, you're finished." Companies must continuously evolve to remain relevant. In fact, the inability to manage change is the number one reason established businesses fail. This module outlines the four key considerations to effectively manage and lead change.

By the conclusion of this module, participants will be able to:

- Understand the need for continuous change.
- Explain the stakeholder's role in making change a success.
- Deal with the natural resistance to change.
- Create and use a four-part change management plan.

Module #3: HR and Legal Considerations

Another consideration leaders must keep in mind is how they interact with their employees, and how those employees interact with each other and customers. In order to protect all stakeholders, it is worthwhile to spend time discussing important HR and legal topics. Many HR managers complain that by the time issues make it to their desk, the damage is already done. Unfortunately, we live in a litigious society. It is important for managers to be mindful of their own behavior, while providing guidance to their team members.

By the conclusion of this module, participants will be able to:

- Explain the importance of “the agency tollbooth” analogy.
- Explain key laws that are relevant to their rolls as “agents of the company”.
- Avoid the most common legal missteps and learn to lead in a sound way.
- Discover ways to better partner with HR to ensure all stakeholders are successful.

Module #4: Business Presentation Skills

We’ve all heard the saying, “actions speak louder than words”. While in most cases this statement may be true, usually your words come first. The number one way to immediately influence the behaviors of another is through the spoken word. An important component of giving effective presentation is learning to speak a clear, articulate, professional manner. This can enhance a leader’s image, confidence, and effectiveness.

By the conclusion of this module, participants will be able to:

- Understand and use the three P’s of affective presentation.
- Develop, structure, and organize presentation content.
- Affectively use visual aids, and support materials.
- Synchronize verbal and non-verbal messaging.
- Present a well-structured, polished presentation, with credibility and confidence.

