



## EFFECTIVE ORGANIZATIONAL LEADERSHIP

### Discover "What Matters Most" in effective leadership

Build on existing strengths  
Recognize positive qualities and potential  
Advance beyond ordinary knowledge and skills  
Increase inner strengths at a faster rate  
Develop attitudes and habits that place you at the top  
Practice skills that produce concrete benefits

Participants: CEO, President and Executive Team  
Standard Curriculum: Kick-off plus 10 Lessons  
Custom Curriculum: Add Goal Setting & Communications or Other  
Schedule: Custom

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#### **One: Developing a Positive Self-Image**

The Relationship between Self-image and Effective Leadership  
Choosing Courage  
Overcoming Negative Attitudes  
Creating a Positive Self-Image  
Special Kinds of Courage  
The Benefits of a Positive Self-Image

#### **Two: The Challenge of Effective Leadership**

The Purpose of a Leader  
A Leadership Philosophy  
Characteristics of Effective Leadership  
The Rewards of Effective Leadership

#### **Three: Goal Setting and Organizational Success**

The Power of Goal Setting  
Committing to Organization Goals  
Designing Your Destiny  
Establishing Priorities  
Making Workable Plans

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#### BLUEPRINTS FOR SUCCESS

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**Four: Human Behavior and Motivation**

- Methods of Motivation
- Understanding Human Behavior
- Recognizing Behavioral Styles
- Establishing a Motivational Climate

**Five: Maximizing Productivity**

- Bringing Out the Best in Team Members
- Delegating With a Purpose
- Training for Growth and Renewal
- Integrating Personal and Organizational Goals
- Tracking Performance
- Providing Feedback on Performance
- Recognizing and Rewarding Productivity

**Six: Minimizing Stress**

- Making Stress Work for You
- Managing by Goals
- Identifying Priorities
- Keeping in Touch
- Preventing Burnout
- Keeping Your Perspective

**Seven: Leading Through Communication & Persuasion**

- Communication – The Human Connection
- Planning the Total Message
- Communicating Verbally
- Listening for the Total Message
- Communicating in Writing
- Giving Instructions
- The Power of Persuasion

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**Eight: Using Power and Authority Effectively**

- Sources of Authority and Power
- Making the Most of Power and Authority
- Sharing Power with Team Members
- Enjoying the Benefits of Leadership

**Nine: Decision Making and Problem Solving**

- Effective Decision Making and Problem Solving
- Goals as the Basis of Decisions
- The Problem-Solving Process
- Creativity in Decision Making and Problem Solving

**Ten: Empowering People**

- Creating a Motivational Climate
- Keys to Increasing Productivity
- Principles of Effective Team Member Development
- Training for Results
- Resolving Problems
- Empowering Yourself
- Final Evaluation

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