

LEADERSHIP

Modular Series™



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH KNOWLEDGE WORKER AGE LEADERSHIP

Leadership Modular Series™



“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 Modular Series will help leaders learn how to:

1. Understand and apply the 4 Imperatives of Great Leaders.
2. Inspire and build trust and influence with others.
3. Clarify the purpose and strategy of the team.
4. Close the gap between strategy and execution.
5. Build processes that ensure long-term success.
6. Unleash the talent of people on their team.

Challenge

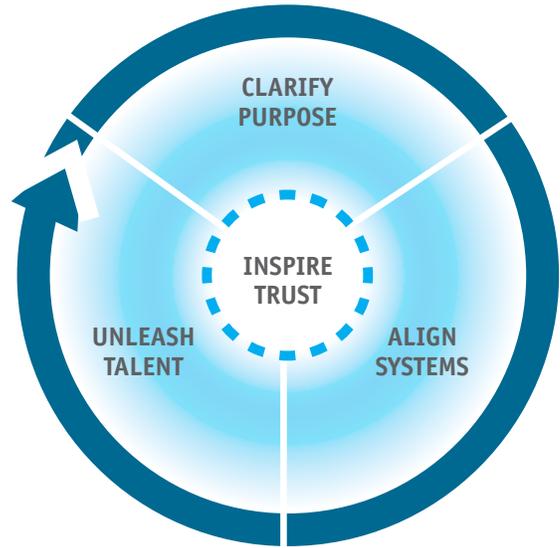
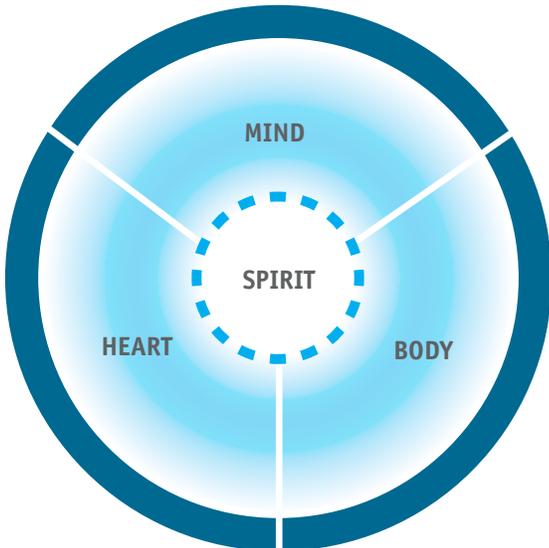
Are your leaders prepared to lead in a knowledge-management environment?

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 Worker 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 has never been higher, we have wary customers, hesitant partners, a cynical public, and suspicious employees.
- 2. Strategic uncertainty.** Challenges that once took years to materialize 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 organizations, throngs of leaders are retiring. And other rapidly-growing organizations lack qualified leaders. The result? Inconsistent execution, weak decisions, unfulfilled employees, and missed opportunities.
- 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, no longer satisfied with just showing up, want to make a difference. The best people hire their employers, not the other way around. And the contribution they can make is more motivating than their paycheck.



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:

- **Imperative 1: Inspire Trust**—to build credibility as a leader so that people will trust you with their best efforts.
- **Imperative 2: Clarify Purpose**—to define a clear and compelling purpose that people will want to offer their best to achieve.
- **Imperative 3: Align Systems**—to create systems of success that support the purpose and goals of the organization, enable people to do their best work, operate independently of you, and endure over time.
- **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*)

Focus on Specific Leadership Skills and Competencies With the *Leadership Modular Series*

Drawn from the proven content of FranklinCovey's flagship leadership-development program, the *Leadership Modular Series* allows you to tailor the content to the specific behaviors and competencies that are most relevant to you. The *Leadership Modular Series* includes:

Module 1: *The 4 Imperatives of Great Leaders*

A three-hour overview of the 4 Imperatives framework. This module also includes the *Leadership Quotient* assessment. Participants will:

- Learn how to leverage the knowledge that exists in their team.
- View team members as “whole people,” each with a unique talent and contribution.
- Understand the 4 Imperatives of Great Leaders.

Module 2: *Inspiring Trust*

A four-hour module to help leaders understand the connection between trust and business results. Participants will:

- Learn the behaviors that build trust.
- Increase influence through greater trust and trustworthiness.
- Learn how to build, restore, extend, and maintain trust.

Module 3: *Clarifying Your Team's Purpose and Strategy*

A four-hour module to help leaders connect the purpose of their team to the mission, vision, values, and strategy of the organization. Participants will:

- Clearly understand and articulate the “job” of their team.
- Connect the team's work to the economic drivers of the organization.

Module 4: *Closing the Execution Gap*

A four-hour module to help leaders build a process for executing on their highest priorities. Participants will:

- Learn how to identify Wildly Important Goals.
- Define and create actionable lead measures.
- Create motivating scoreboards.
- Instill a cadence of accountability for achieving results.

Module 5: *Building Process Excellence*

A four-hour module to help leaders create processes that ensure ongoing success. Participants will:

- Identify the core processes through which work is accomplished.
- Create a means for improving the predictability of results.
- Use powerful tools to maximize work processes.

Module 6: *Unleashing Talent*

A four-hour module to help leaders tap into the unique talents and contribution of each member of the team. Participants will:

- Help team members define their contribution.
- Learn three “leadership conversations” to clarify performance expectations, apply specific talents to key objectives, and “clear the path” toward progress.

Module 7: *Leading Across Generations*

A four-hour module to help leaders understand the differences between Baby Boomers, Gen Xers, and Millennials. Participants will learn how to:

- Foster effective communication across different generations.
- Improve the quality of results by leveraging the unique strengths of each generation.
- Reduce conflicts by coaching team members to work well with co-workers from other generations.

Winning Customer Loyalty

A four-hour module to help leaders measure and improve not just customer satisfaction, but true loyalty. Participants will learn how to:

- Understand the connection between loyal customers and growth.
- Measure customer loyalty through a Net Promoter Score.
- Implement a powerful system for improving customer loyalty.

Each module includes a rich set of materials:

- Participant guidebook
- Tools CD
- Participant DVD (including a select video from the program)
- 21-Day Challenge (implementation handbook)

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

Leadership Modular Series Fast Track Certification

The *Leadership Modular Series* enables you to certify at your leisure. There is no need to take multiple days offline for training.

It all starts with the *Leadership Modular Series* Fast Track DVD.



Everything you need to certify is included on this DVD.

The Virtual Experience

The following steps illustrate what you will experience when you insert the *Leadership Modular Series* DVD into your computer.

Screen 1:

Welcome and simple instructions on how to get started with the three steps:

1. Watch the five-minute video summaries.
2. Review the full module content.
3. Complete the certification process.

Screen 2:

5-Minute Video Overviews for each of the Leadership Modules.

Screen 3:

Select the module you are interested in and review the program content. Once you review the module, the screen will have four components:

1. A video of a FranklinCovey consultant teaching the module to a small audience, including a searchable transcript of their dialog.
2. Your choice of following in the participant guide, PowerPoint slides and watching the video they may be showing.
3. A selection of which "sections" of the module you want to view (or skip past).
4. Searchable capability of all content of all materials and videos.

Screen 4:

Instructions on the certification process, including the following steps:

1. Complete the Facilitator License Agreement form.
2. Call 1-888-705-1776 to purchase required facilitator and participant materials.
3. Unlock electronic files with access code.

Screen 5:

Facilitator Resources

Includes all of the downloadable resources you have now purchased to begin teaching.

Screen 6:

Marketing Tools

Includes materials to use when marketing your classes:

- Voicemail script
- Email script
- Poster/flyer

Take a flexible, competency-based approach to your leadership-development initiatives.

For more information about FranklinCovey's *Leadership Modular Series* programs, contact your client partner or call 1-888-705-1776 to be put in touch with someone in your local area who can answer any questions. You may also visit www.franklincovey.com.