



The Leadership Challenge* Workshop

*The Leadership Challenge is based on the groundbreaking studies pioneered in 1983 by Jim Kouzes and Barry Posner. Copyright ©2000-2009 by John Wiley & Sons, Inc. or related companies. All rights reserved.

WORKSHOP

Never has so much been asked of leaders.

Leaders with effective skills represent a significant driver of employee engagement. Engaged employees are passionate, energetic and driven employees, who will deliver better service to the customer and, therefore, better results to the company's bottom line.

TRACOM Does It Best:

The Leadership Challenge Workshop has proven itself with outstanding reviews from participants and making a real impact in organizations. Participants have found the concepts and methods easy to understand and use. As one participant stated, "This workshop was perfectly timed for the current changes happening within my department; therefore, incredibly appropriate. I am now energized to address them."

In today's world there are countless opportunities to make a difference. And more than ever, there is a need for people of all ages, from all backgrounds, with all types of life experiences to seize those opportunities that lead to greatness. More than ever, there is a need for leaders to inspire us to dream, to participate, and to persevere. **The Leadership Challenge** offers everyone the chance to do just that – to take the initiative and make a difference.

The Leadership Challenge is about how leaders mobilize others to want to get extraordinary things done. It's about the practices leaders use to transform values into actions, visions into realities, obstacles into innovations, separateness into solidarity, and risks into rewards. It's about a climate in which people turn challenging opportunities into remarkable successes.

Benefits of The Leadership Challenge workshop:

- Identifying your personal leadership strengths and weaknesses
- Communicating your personal fundamental values and beliefs
- Setting the example for others by aligning actions with shared values
- Expressing an image of the future and inspiring others to share a common vision
- Searching for opportunities to take the risks needed for growth
- Building collaboration, teamwork, and trust
- Strengthening the ability of others to excel
- Recognizing the accomplishments of others
- Applying The Five Practices of Exemplary Leadership® to a current organizational challenge

The Leadership Challenge Workshop

WORKSHOP

Audience

Leaders at all Levels

Length

Two to Three Days

Assessments Recommended

Leadership Practices Inventory

Agenda

Orienteering

Model the Way

Inspire a Shared Vision

Challenge the Process

Enable Others to Act

Encourage the Heart

Committing

How the Workshop is Designed

The Five Practices of Exemplary Leadership® resulted from an intensive research project to determine the leadership competencies that are essential to getting extraordinary things done in organizations. To conduct the research, Jim Kouzes and Barry Posner collected thousands of “Personal Best” stories—the experiences people recalled when asked to think of a peak leadership experience, revealing similar patterns of behavior. The study found that when leaders are at their personal best, they:

Model the Way

Leaders establish principles concerning the way people (constituents, peers, colleagues, and customers alike) should be treated and the way goals should be pursued. They create standards of excellence and then set an example for others to follow. Because the prospect of complex change can overwhelm people and stifle action, they set interim goals so that people can achieve small wins as they work toward larger objectives. They unravel bureaucracy when it impedes action; they put up signposts when people are unsure of where to go or how to get there; and they create opportunities for victory.

Inspire a Shared Vision

Leaders passionately believe that they can make a difference. They envision the future, creating an ideal and unique image of what the organization can become. Through their magnetism and quiet persuasion, leaders enlist others in their dreams. They breathe life into their visions and get people to see exciting possibilities for the future.

Challenge the Process

Leaders search for opportunities to change the status quo. They look for innovative ways to improve the organization. In doing so, they experiment and take risks. And because leaders know that risk-taking involves mistakes and failures, they accept the inevitable disappointments as learning opportunities.

Enable Others to Act

Leaders foster collaboration and build spirited teams. They actively involve others. Leaders understand that mutual respect is what sustains extraordinary efforts; they strive to create an atmosphere of trust and human dignity. They strengthen others, making each person feel capable and powerful.

Encourage the Heart

Accomplishing extraordinary things in organizations is hard work. To keep hope and determination alive, leaders recognize contributions that individuals make. In every winning team, the members need to share in the rewards of their efforts, so leaders celebrate accomplishments. They make people feel like heroes.



For More Information:

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