



# High Potential Leader Program

## CUSTOM PROGRAM

Never has so much been asked of leaders.

Great leaders have a significant impact on 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 program advanced the way I think about leadership especially on the importance of working effectively across boundaries.”*

2007 Program Participant

Companies must face the Leadership Challenge. Population changes mean that most Boomer generation leaders are aging and there are fewer experienced leaders in the younger generations. The next generation of leaders has different perspectives on loyalty, accelerated expectations about their advancement and changing preferences on how to learn. This is complicated by organizations that have few positions to develop leaders on-the-job and less funding for formal development. Finally, leadership demands have accelerated in a global marketplace requiring collaboration across boundaries, rapid decision-making and the ability to manage complex innovation and change.

TRACOM's High Potential Leader Program helps companies systematically develop their leaders to handle the growing demands of business in the 21st century. Leaders who complete the program will be able to address the significant challenges that companies face. The program takes into account the most current research on how leaders learn best – through targeted skill development, challenging on-the-job experiences, and extensive feedback, coaching, and mentoring. Most importantly, the program builds in real-world challenges that your company is facing so that leaders learn by doing.

### Benefits of the High Potential Leader Program:

- Strengthen and grow the pipeline of individuals qualified for leadership positions at all levels of the company
- Improve the effectiveness of current leaders to have a positive effect on retention, employee engagement, innovation and decision-making
- Serve as the catalyst for achieving your company's stated business strategies

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**Audience**

High Potential Leaders

**Length**

8 to 12 days over 18 to 24 months

**Assessments Recommended**

- Leadership360
- Coaching360
- Leadership Style

**Program Development Process**

- Goal Setting
- Requirements Setting
- Program Design
- Pilot & Revision
- Rollout
- Evaluation of Success

## How the Program is Designed

The High Potential Leader Program is customized to fit your company’s unique culture, operating practices and current challenges. The learning experiences are centered on four blocks of learning:

- Knowing Yourself
- Leading Others
- Learning through Others
- Knowing the Business



Each module in the program is typically a one-day agenda with all modules scheduled to occur over an 18-month to 2-year timeframe, delivered in lockstep using a cohort format. The highlight of the program is a real-life project completed by participants and presented to senior leaders. Overall, the program aims to provide participants with a realistic preview of the senior leader role in your organization.

<b>Knowing Yourself</b>	<ul style="list-style-type: none"> <li>• Essence of Leadership</li> <li>• Leadership360</li> </ul>
<b>Leading Others</b>	<ul style="list-style-type: none"> <li>• Leadership Style</li> <li>• Coaching with Versatility</li> <li>• Managing Performance</li> <li>• Managing Teams</li> <li>• Building Partnerships</li> <li>• Managing Change</li> </ul>
<b>Knowing The Business</b>	<ul style="list-style-type: none"> <li>• Business Curriculum</li> </ul>
<b>Learning Through Others</b>	<ul style="list-style-type: none"> <li>• Team Project</li> <li>• Senior Leader Job Shadow</li> </ul>

**For More Information:**

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**Solving Business Challenges Through:**

- | Leadership Development
- | Individual Performance
- | Team Development
- | Employee Engagement