

Transformational Leadership



Many new managers are tertiary qualified and hold industry qualifications. However, they often lack the skills required to apply this knowledge. This industry specific leading edge program will deliver well rounded knowledgeable and skilled managers of the 21st century.

This program is designed to give participants a comprehensive set of skills and knowledge to develop their industry specific business and to become outstanding and transformational leaders.

Content includes:

LEADERSHIP

- Understanding myself, the others in my team & our roles within our company
- What is expected of me, the direction and the organisational culture?
- Moving to a team culture and knowledge sharing
- Planning skills development and making effective decisions
- Leadership to change and how to do it
- Become a good corporate citizen & responsibilities

MARKETING

- Understanding the organizations brand, products and the strategies
- Branding, positioning and the value proposition
- Marketing strategies that grow value for the business and its customers
- Products to market, their sustainability, life cycle and market match
- Develop, manage & measure: know enables to do
- Customers; to know and grow them

FINANCE FOR NON ACCOUNTANTS

- Understanding the basics to improve personal and business performance
- The must know: regulations, strategies, budgets, audits
- What does the organization want? Systems I must know
- Global essentials; Aspects, economies impacts

TRANSFORMATIONAL LEADERSHIP

- What does a transformational leader look like?
- Becoming a change agent and leader
- The imperatives of transformational leadership and the global impacts
- Using tools effectively to manage change
- How can I be an excellent coach and mentor?
- Managing and measuring the KPI's and strategies

EXECUTIVE PRESENTATION SKILLS

- Using my intrinsic skills and understanding me
- Delivering the purpose and message powerfully
- What help do I need/making the most of things?
- Being the media leader to become the influence driver

"People ask the difference between a leader and a boss.....The leader works in the open, and the boss in convert. The leader leads, the boss drives."

Theodore Roosevelt

How you will benefit?

- Participants will better manage customers, staff and the business
- The program can be customized to best meet the needs of the participant
- Competency based and industry compliant
- Delivered as a residential program over two - 3 day sessions or via extended coaching
- Participants will gain the ability to reinvent both themselves and their businesses
- High value, cost effective and outcome based "best of breed" program
- Exposure to a variety of leadership and basic business management learning experiences

How will it be delivered?

This 6 day program is a 2 x 3 day residential program which also includes the **Growth Coach model** in the workplace if required

Who should attend?

High value managers/team leaders who need industry/company specific skills and knowledge to complement their tertiary qualifications