

BREAKTHROUGH LEADERSHIP MASTERCLASS



This program, accredited by Institute of Leadership and Management, is designed for ambitious individuals who are striving to deliver high performance from the people they employ and the initiatives they run across their organisations.

The Breakthrough Leadership Masterclass program for growth-oriented individuals that want to be in the Top 5% of Leaders who know how to deliver sustainable results repeatedly?





PROGRAM DURATION

The course is delivered across 4 days.

OBJECTIVES

At the end of this program delegates should be able to:

- Describe the differences between management and leadership and the context in which leaders will have to lead in the 21st century.
- State how to influence others more effectively using the most appropriate leadership influencing style.
- Lead their teams and organisations more effectively.
- Define their own leadership brand so that they behave in deliberate high-performance ways leaving nothing to chance.
- Understand what is meant by employee and team engagement and in the context of high performance and how it can impact motivation and the bottom line.
- Understand the principles of intrinsic and extrinsic motivation and the motivational loop model.
- Describe the basics of emotional intelligence, how it impacts personal performance and the business bottom line.
- Identify personal EI development opportunities to strengthen their leadership skills and support their personal leadership brand.
- Understand the MCCL model and how to use it within their leadership role to drive higher performance.
- Describe how coaching drives higher performance and how to use the ACHIEVE model with subordinates and peers.
- Describe and use the FAST model to drive higher performance in leading initiatives, culture and organisational performance.
- Write SMART goals, define SMART reports and use FAST assessments within any initiatives they roll out.
- Describe what culture is, why it's important and where it originates from.
- State the consequences of negative culture aspects for organisations.
- Understand how vision, mission, values and culture are interconnected and support each other, and why they fail.
- Know how to review an organisation's culture.
- Understand why common culture change programs fail and how to avoid it.
- Describe the differences in the way required behaviours to support cultures are adopted by different groups of individuals.
- Understand the role of reward and recognition in driving culture change and sustaining it.
- Define the culture of their own departments or organisations for the future taking into account the leadership challenges of the 21st century.
- Set themselves a personal leadership development plan of stretching goals that will lead them to deliver higher performance and maximise their potential as leaders and individuals.

For more information on how to be a breakthrough leader contact us on + 34 64 11 50890 or via email at gordon@gordontredgold.com



PROGRAM OUTLINE

This four-day course helps leaders develop their skills to face the challenges of the 21st century in the vital areas of leading self, leading others, leading projects, and leading high-performance organisational cultures. The four themes cover the following:

Day 1 Leading Self

- Challenges leaders face in the 21st century and understanding the context of change and the leader's role.
- How to influence others more effectively and use different leadership styles to optimise their position according to different situations.
- Using personal best and worst case examples of leadership behaviour and the subsequent impact on individuals and teams.
- The importance of developing a deliberate personal leadership brand , it's benefits and how to demonstrate their own leadership brand.

Day 2 – Leading Others

- How to recognise employee and team engagement, what it means and the impact it has on motivation and the bottom line, how to keep a high performing team engaged.
- Understanding key motivational models to ensure high performance can be delivered from motivated teams and individuals.
- Understanding the importance of developing emotional intelligence and how to develop it to strengthen leadership performance and how EI impacts the bottom line.
- Using the MCCL leadership model to drive high performance.
- Using the ACHIEVE coaching model as a leader when coaching is the optimum approach to develop higher performance from individuals.

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Day 3 – Leading Initiatives

- Why change programs and other initiatives fail.
- Using the FAST framework for leading initiatives and increasing success and reducing overall cost.
- Understanding the importance of Focus and how to maintain it as a means to drive change and keep momentum within any initiative.
- Understanding and using accountability as a key leadership tool to drive results and maintain project and goal ownership.
- How to adopt Simplicity as a leadership tool and influencer of organisational culture to drive the high-performance results in the right areas.
- How to adopt and use Transparency as a means to track and maintain progress and drive motivation to get things done and see high performance results.
- How to apply FAST Framework to any change initiative and increase the probability of goal achievement and overall initiative success

Day 4 – Understanding Culture

- Understanding what culture is, why it's important and where it originates from.
- Identifying current organisational culture and how it's impacting performance.
- Understanding the negative impacts of certain culture types.
- Understanding the key components that make up culture - Values, Rituals, Role Models, Reinforcement and how to use them.
- Learn about the different types of culture organisations might adopt such as Innovative, Customer Centric, Continuous Improvement, Sustainability, Accountability.
- Understanding how vision, mission, values and culture are interconnected and support each other, and why they often fail to deliver the desired results organisations clamour for
- Understand the three pillars for creating culture - Say It, Live It, Reinforce It.
- Understanding the role of reward and recognition in driving culture change and sustaining it



Benefits of attending an ILM Accredited Course

As a delegate you receive access to a suite of leadership management, coaching resources based on the Institutes multi-award winning online learning portal **My Leadership**. Which includes.

5 Dimensions of Leadership:

Authenticity, Vision, Achievement, Ownership, Collaboration

49 Leadership essentials giving an overview of each topic

170+ Spotlights drilling deeper into each topic.

189 topic based half hour videos and webinars.

Scorecard assessments to confirm your knowledge

Diagnostic tool: My Leadership Profile

Digital Certificate of Achievement - on successful completion

Automatic route to Professional Membership with post-nominal letters & Digital Credentials to share on social media

HOW PARTICIPANTS WILL LEARN

The program is designed to encourage continuous and full involvement of every participant throughout the five days. We use a combination of different learning approaches proven to appeal to all forms of learning styles in course participants. These include the use of:

- Team activities.
- Skills practice sessions.
- Group discussions.
- Participant presentations.
- Personal reflection.
- Theory input.

Course Created by **GORDON**

Gordon works with organizations that want to equip their leaders with the tools to drive engagement, performance and profits.

As a former corporate warrior who successfully delivered complex \$100m projects, ran \$300m departments and led global teams of 1000 staff. He has helped clients reduce operational costs by \$350m, increase performance by 50%-500% and helped entrepreneurs triple their revenue in just 12 months.

Now, Gordon's a highly sought-after keynote speaker on Leadership, Employee Engagement and Operational Excellence. He's been recognized by Global Gurus as a 'Top 30 Leadership Expert and Speaker'. Gordon's work has been featured in Forbes, Business Insider, Inc., Entrepreneur, Fortune, and Addicted 2Success. He's written 4 books and his last book FAST was a finalist in the Chartered Management Institute Management Book of the Year.

Gordon preaches simplicity in everything and has developed a highly successful FAST Approach which he has shared with clients including Accenture, GE Aviation, Allianz, Baxter International, Arizona Dept of Child Safety, American Airlines and many others.



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