

# 1-day PREVIEW Session: *Leadership: Great Leaders, Great Teams, Great Results*

*Join us for an invitation-only event*

**Jan 17, 2012 ■ Dallas**



Today we live in the post-industrial Knowledge-Worker Age, yet much of our leadership thinking and practices come from the Industrial Age. Leaders and potential leaders in organizations must adopt new ways of tapping into the best and highest talents of their people to meet the challenges of a global knowledge economy.

Industrial Age thinking has led leaders and managers to a mistaken assumption: that people can be managed. Trying to manage people through old, external approaches to motivation has left organizations with four chronic problems:

- Low trust
- Unclear purpose and vision
- Bureaucratic, misaligned systems
- Underutilized talent and potential

How do you create mid- and senior-level leaders who not only lead today but create leaders to carry your organization forward? At the front line, new supervisors and managers are often promoted into their positions because they were good technically and were effective individual performers. How do you instill the skills and tools they need to effectively lead others and thrive in their new roles?

The new leadership mind-set acknowledges that, while you can manage things, you cannot manage people. People have freedom to choose and they manage themselves against clear goals and shared expectations. The job of leaders and managers is to create the conditions in which people will choose to contribute their best and highest efforts to achieve the organization's goals.

## **The Promise of Great Leadership**

As a participant in *Leadership: Great Leaders, Great Teams, Great Results*, you will get:

1. A vision of what it means to be a great leader and a renewed desire to get there.
2. A radically new paradigm for leading in the Knowledge Worker Age.
3. A powerful framework for solving chronic leadership problems.
4. Practical leadership skills and tools you can use "tomorrow morning."
5. A specific process and data-based action plan to get you started.



*The 4 Imperatives of Great Leaders*

**Tuesday, Jan 17, 2012**

**8:30 am - 4:30 pm**

[Maggiano's Willow Bend](#)

**6001 W Park Blvd**

**Plano, TX 75093**

***Cost is only \$199 (+ tax) per person.***

*This preview is for decision makers only. Lunch is also included.*

Space is limited.

To register, contact

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*"When the history of our time is written, the most important event historians will remember will be the unprecedented change in the human condition. For the first time, substantial and rapidly growing numbers of people have choices. For the first time people have to manage themselves. And we are totally unprepared for it."*

- Peter F. Drucker

[CLICK HERE](#) to watch a short Flash presentation on this program.

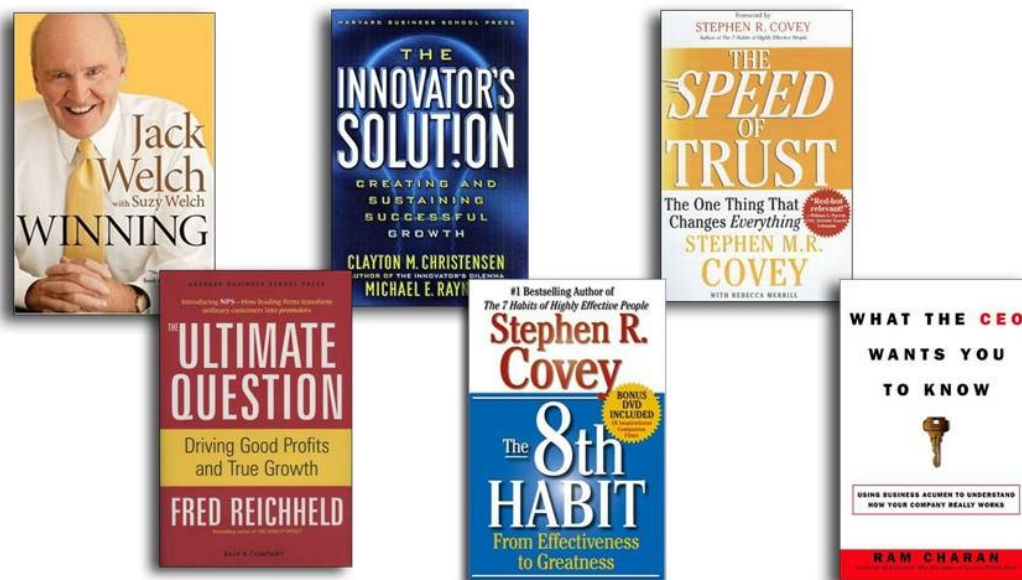
[CLICK HERE](#) to learn more about this offering, see video shorts, preview the manual and read quotes from our happy clients that have utilized this content to drive real business results.

[Go to our blog](#) to learn more about leading in the knowledge-worker age.

## Drawing From the Best Thinking of Leadership Experts

In addition to drawing from a proven legacy of developing effective leaders, FranklinCovey's *Leadership* program also taps into the best thinking of well-known leadership experts, including:

- ❑ **Jack Welch,**  
*Winning*
- ❑ **Fred Reichheld,**  
*The Ultimate Question*
- ❑ **Clayton Christensen,**  
*The Innovator's Solution*
- ❑ **Stephen Covey,**  
*The 8th Habit*
- ❑ **Stephen M.R. Covey,**  
*The Speed of Trust*
- ❑ **Ram Charan,**  
*What the CEO Wants You to Know*



This powerful program addresses the specific challenges leaders face every day, including:

- ❑ Building trust and influence with others.
- ❑ Defining a team's purpose and the "job to be done."
- ❑ Creating a strategic link between the work of the team and the goals of the organization.
- ❑ Connecting the work of the team to the organization's economic model.

In addition, leaders will learn how to align the four essential systems that drive success, including:

- ❑ Execution—the discipline of focusing on a few critical objectives with a process for achieving those objectives.
- ❑ Talent—attracting, positioning, and developing individual workers in order to tap into their full potential.
- ❑ Core work processes—creating clearly understood and aligned work processes for each function of the team.
- ❑ Customer feedback—understanding the one thing you need to know about how your customers perceive you.

FranklinCovey's *Leadership* program also helps leaders master the three key conversations that will move them from mediocre to great. These dialogs include:

- ❑ Voice—discovering how to unleash people's full talents, passions, and capabilities.
- ❑ Performance—mutually agreeing on desired results and how to account for performance.
- ❑ Clear the Path—becoming a resource in breaking down barriers that prevent people from getting their work done.