Today, turbulence reigns in what Stephen R. Covey terms the “permanent white water world.” Good management skills are still very important for the day to day, but navigating white water successfully must begin with effective leadership.

Get the Results You Want

The 4 Roles of Leadership delivers the tools, processes, and context to lead successfully—even in a time of turbulent change. Participants will become more effective leaders by focusing their energies on the following four roles:

1. Pathfinding: Creating the Blueprint

Great leadership begins with clarity of thought and purpose. Stephen R. Covey says that all things are created twice—that the “mental creation precedes the physical creation.” You wouldn’t build a home without a blueprint. Similarly, it’s reckless to rush into action without understanding your purpose. The Pathfinding role helps you create a blueprint of action and ensures that your plans have integrity—before you act.

2. Aligning: Creating a Technically Elegant System of Work

If pathfinding identifies a path, aligning paves it. Organizations are aligned to get the results they get. Think about that. If you are not getting the results you want, it is due to a misalignment somewhere, and no pushing, pulling, demanding, or insisting will change a misalignment. Therefore, as a leader, you must work to change your systems, processes, and structure to align them with the desired results identified through pathfinding.

3. Empowering: Releasing the Talent, Energy, and Contribution of People

“Empowerment”—it’s an overused term but under-utilized in practice. Empowering isn’t abandoning people, letting them “figure it out” on their own. Nor is it allowing individuals minute freedoms while controlling other aspects. True empowerment yields high trust, productive communication between individuals and teams, and innovative results where each member of the team feels welcome to bring his or her genius to the table.

4. Modelling: Building Trust with Others — the Heart of Effective Leadership

The 4 Roles of Leadership does not just teach you what a leader does, but who a leader is. You learn the essential balance between character and competence—an individual of high abilities will never be a true leader if his or her character is questioned. The processes and tools in The 4 Roles of Leadership enables you to get the results your organization needs while you model principles of effectiveness.

“A week after the workshop, I just wanted to thank you for the opportunity to participate in The 4 Roles of Leadership. I have had several e-mails already from the participants tapping into the skills and they are excited because of the positive results.”

— Mary Dean, Nike

“I have people walking up to me telling me that I’m acting differently, I’m a better leader, and that I’m making better decisions. I’m telling you, it’s from my experience in the course. We get a lot of management courses, but we get very few things focused around leadership, and this was a great experience.”

— Mike Rafeld, Hewlett Packard

The 4 Roles of Leadership is an intensive, three-day workshop for leaders at all levels who want to significantly improve their strategic thinking, long-term vision, and positive influence.

Contact Us Today

For more information about The 4 Roles of Leadership and the Synergy Solution, please call FranklinCovey toll free at 1-866-742-2487.