



A NEW KIND OF LEADERSHIP

The strength of your leaders has never been more important than it is today in determining the success of your organization. But “old school” leadership styles just don’t work in the Knowledge Worker Age. People cannot be managed as if they are simply assets—or worse, liabilities—viewed in the organizational scheme on the same level as office furniture or computers. In order to unleash the potential of their team, today’s leaders must see workers as “whole people” who have a unique contribution to make in moving the organization forward. Leaders must manage the knowledge each worker brings to the table, not just the tasks those workers are responsible for completing.

THE 4 IMPERATIVES OF GREAT LEADERS

Great leaders not only see the world differently, they do things differently. Specifically, these skills can be defined as the 4 Imperatives—critical, essential functions of great leaders that:

- ▶ Inspire trust among direct reports, superiors, and peers.
- ▶ Clarify purpose by articulating why goals are established and how individual work contributes to those goals.
- ▶ Align systems and work processes so they facilitate rather than hinder achievement.
- ▶ Unleash the unique talents and contributions of people on their team.

In meeting these essential requirements, leaders ensure that they will be able to tap the full potential of their team in achieving the organization’s most important goals. And they will be able to achieve superior results not just in the short term, but year after year—consistently, measurably, predictably.



MEDIOCRE LEADER	GREAT LEADER
I get things done because I’m the boss (formal authority).	I get things done through personal influence and credibility (informal or moral authority).
As long as people have a clear job description, they’ll be fine.	If a clear and compelling purpose exists, people will volunteer their best efforts.
Everything is so dependent on me.	Enduring success is in the systems.
I need to constantly motivate and manage my people to get results.	My job is to release the talent and passion of our team toward our highest priorities.

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.



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LEADERSHIP
Great Leaders • Great Teams • Great Results



LEADERS MAKE THE DIFFERENCE IN GREAT ORGANIZATIONS

In today’s global, knowledge-based world, the call for organizational greatness is greater than ever before. Sustainable financial performance, intense customer loyalty, a winning culture, and a distinctive contribution in the marketplace—all hallmarks of truly great organizations.

Great organizations are created by great leaders—leaders who can unleash the highest and best contributions of their team toward their organization’s most critical priorities. Every organization—and every leader—aspires to greatness. But why do only a few achieve it?

FranklinCovey (NYSE:FC) is the global leader in effectiveness training, productivity tools, and assessment services. Our mission is to enable greatness in people and organizations everywhere. Our vision is to profoundly impact the way billions of people throughout the world live, work, and achieve their own great purposes. Clients include 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. FranklinCovey products and services are accessed through corporate training, licensed client facilitators, public workshops, catalogues, our partner stores and www.franklincovey.ca. FranklinCovey has 2,000 associates providing professional services and products in 39 offices and in 95 countries.

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FranklinCovey’s Leadership: Great Leaders, Great Teams, Great Results Helps Your Leaders Influence Your Organization’s Success

Leadership: Great Leaders, Great Teams, Great Results is FranklinCovey’s flagship leadership-development program. It takes a “mind-set, skill-set, tool-set” approach to developing leaders who can unleash the talent and capability of their team against the organization’s highest priorities.

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 (*Former CEO of GE*)
- ▶ Ram Charan (*Execution: The Discipline of Getting Things Done*)
- ▶ Fred Reichheld (*The Ultimate Question*)
- ▶ Clayton Christensen (*The Innovator's Dilemma*)
- ▶ Stephen Covey (*The 7 Habits of Highly Effective People*)
- ▶ Stephen M.R. Covey (*The Speed of Trust*)

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

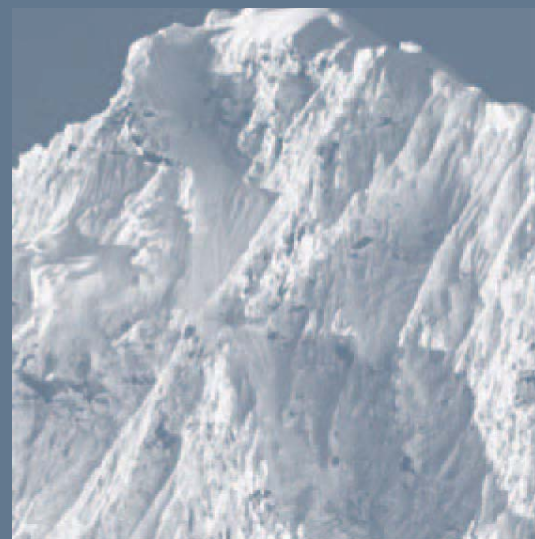
- ▶ Building trust and influence with others.
- ▶ Defining a team's purpose and the "job to be done."
- ▶ Creating a strategic link between the work of the team and the goals of the organization.
- ▶ Connecting the work of the team to the organization's economic model.

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:

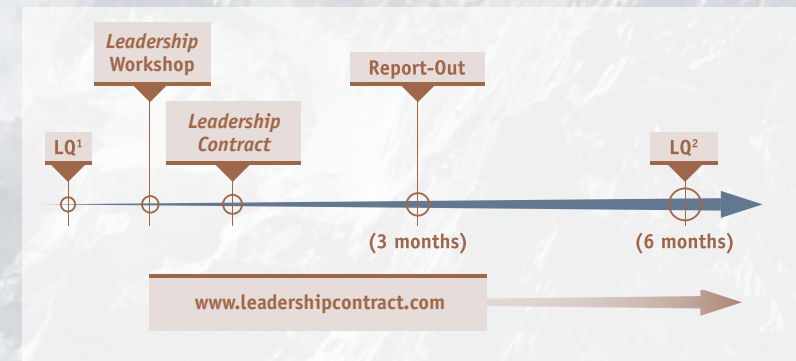
- ▶ Voice—discovering how to unleash people's full talents, passions, and capabilities.
- ▶ Performance—mutually agreeing on desired results and how to account for performance.
- ▶ Clear the Path—becoming a resource in breaking down barriers that prevent people from getting their work done.



THE PROCESS FOR DEVELOPING GREAT LEADERS

FranklinCovey's *Leadership: Great Leaders, Great Teams, Great Results* is a process-driven methodology approach to developing leaders. Much more than just a training event, the entire process includes:

- ▶ The Leadership Quotient (LQ) assessment.
- ▶ An accountability report to senior leaders.
- ▶ Twenty hours of classroom instruction.
- ▶ A comparative LQ assessment.
- ▶ A leadership implementation "contract."



Assessing Leadership

But the program isn't just a training event. It begins with the Leadership Quotient assessment a selfadministered, 360-degree-type assessment that measures your leaders' capabilities against a specific set of criteria. This assessment provides a roadmap for participants to follow as they focus on specific areas for improvement throughout the process.

Over time, participants will take a second LQ, showing leadership-capability improvement, validating both the process and the investment.

Making Leadership Real

The acid test of any training program is whether or not participants start doing things differently. To ensure your leaders have the opportunity to start implementing the principles of great leadership, this program includes exclusive access to a robust set of online tools. Participants also follow a "contract" in which they will complete exercises and other requirements that will give them real-world practice in applying the skills and principles to their roles.

Each participant receives a feature-rich kit that includes:

- ▶ A comprehensive guidebook.
- ▶ *Leadership Contract and Essentials*, a resource book for leaders.
- ▶ A CD with printable versions of the tools introduced in the workshop.
- ▶ A program DVD with selected video from the workshop.
- ▶ Exclusive access to online resources for leaders, including the Leadership Contract implementation process.
- ▶ A "4 Imperatives" desktop puzzle to help leaders stay focused on the outcomes of great leadership.

PROGRAM FORMATS

The foundational program consists of 20 hours of instructor-led training. The program can be delivered in three consecutive days, three nonconsecutive days, or in five half-day modules.

Leadership: Great Leaders, Great Teams, Great Results is available as a corporate onsite program or a public program. FranklinCovey will also certify facilitators to deliver this program inside their own organizations.

The Leadership Quotient (LQ) assessment is available online only.

GIVE YOUR MANAGERS THE TOOLS THEY NEED TO EXECUTE

The fact is, no organization has ever become great without exceptional leadership—without leaders who can connect the efforts of their team to the critical objectives of the organization, who can tap the full potential of each individual on their team, who can align systems and clarify purposes, and who can inspire trust. Do your leaders make *your* organization great?

For more information about FranklinCovey's *Leadership: Great Leaders, Great Teams, Great Results*, contact your client partner today. Or call 1-866-742-2487 to be put in touch with someone in your area who can answer your questions. You may also visit www.franklincovey.ca. Put the leaders in your organization on the path to greatness today.