

LEADERSHIP

Modular Series™



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH KNOWLEDGE WORKER AGE LEADERSHIP

The 4 Imperatives of Great Leaders™



“In business as in government, family life, and other areas, people who succeed in managing their future will be those who understand how history creates generations, and generations create history.”

—Neil Howe and William Strauss, *The Next 20 Years: How Customers and Workforce Attitudes Will Evolve*,
Harvard Business Review

▶ OUTCOMES

Participants in FranklinCovey's *The 4 Imperatives of Great Leaders* learn how to:

1. Treat individuals on their team as whole people, inspiring them to want to contribute their highest to their work.
2. Apply the “Whole-Person Paradigm” as they meet the unique needs of their “workforce generation.”
3. Solve the four chronic problems of organizations by identifying and addressing their root causes.
4. Use team feedback as a valuable life-support system to strengthen relationships.
5. Apply state-of-the-art skills and tools—including the Leadership Quotient Assessment—to accomplish critical objectives.

Challenge

Can your leaders succeed in the Knowledge Worker Age?

In the ever-increasing war for talent, the stakes have never been higher. At a time when the knowledge worker has become the most vital economic resource we have, organizations cannot afford to lose the knowledge and abilities that exist on their team. A recent study found that the leading reason highly talented workers find employment elsewhere is an unsatisfactory relationship with their immediate supervisor. What's more, it takes an understanding of the new demands on today's leaders to produce results and create processes that ensure ongoing success.

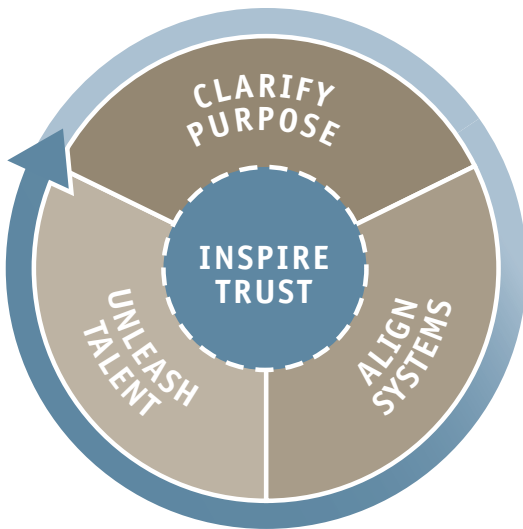
Solution

Great leaders know how to leverage the knowledge on their team.

Organizations that want to retain their best and brightest must have leaders who understand the radically new paradigm from which the knowledge worker operates. *The 4 Imperatives of Great Leaders* provides the foundation for leaders to think, act, and lead from this new paradigm. Participants in *The 4 Imperatives of Great Leaders* learn powerful concepts and leave with tools and skills to help them lead, support, and inspire a talented, valuable workforce.

Participants in *The 4 Imperatives of Great Leaders* gain:

- The ability to inspire trust.
- The knowledge to identify and address the four chronic problems that undermine success, creating an environment where productivity and creativity thrive.
- The ability to respond to team feedback, dramatically improving team relationships.
- The skills to adeptly—and positively—use accountability in the drive toward excellence.



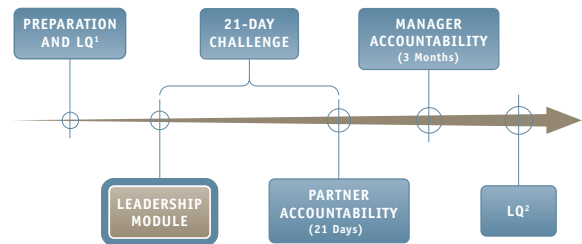
Tools

Participants in this intensive program receive the following tools to support them as they apply their new knowledge and skills in the workplace:

- Leadership Quotient (LQ)
- 21-Day Challenge
- Participant guidebook
- Tools CD
- Participant DVD (including a select video from the program)

The Process

You will learn a radically new paradigm for leading in the Knowledge Worker Age, and the *4 Imperatives* essential to great leadership. You will also receive data on how you are doing as a leader and create an action plan to improve.



FranklinCovey's Leadership Modular Series: Scalable, Flexible...Doable

Tap into the most essential tools for today's leaders with our *Leadership Modular Series*.

With manageable four-hour programs, now even your busiest leaders can focus on the specific competencies that target their personal leadership gaps.

The *Leadership Modular Series* includes the following instructor-led programs:

1. The 4 Imperatives of Great Leaders
2. Inspiring Trust
3. Clarifying Your Team's Purpose and Strategy
4. Closing the Execution Gap
5. Building Process Excellence
6. Unleashing Talent
7. Leading Across Generations

Give your leaders the knowledge and tools they need to succeed in the Knowledge Worker Age.

Take advantage of the world's best thought leadership, efficiently packaged to target the specific competencies leaders in your organization need most. When leaders participate in a *Leadership Modular Series* program, they reap the benefits of the finest-quality tools from the global leader in leadership training. For more information, contact your FranklinCovey client partner, or call 1-888-705-1776 to find a representative in your area.

