

why should anyone be led by you?

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WHAT IT TAKES TO BE AN
AUTHENTIC LEADER
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**PROGRAMME
OVERVIEW**

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PROGRAMME OVERVIEW

Are your managers seen as authentic leaders? If not, you will never truly engage your workforce and achieve optimum results. This is not an “over the top” statement. It’s based on the research of Professors Goffee and Jones from the London Business School. They wrote an article for the Harvard Business Review and then a best-selling book based on their research, “Why Should Anyone Be Led By You? What It Takes To Be An Authentic Leader”.



Harvard Business Review

A LEADERSHIP PROGRAMME WITH A REAL DIFFERENCE.

Many so-called leadership programmes are no more than a series of management skills. Absolutely essential, but IT’S NOT LEADERSHIP. Such programmes may win the minds of your people, but never their hearts or souls. You will never achieve the engagement levels necessary for the massive shift in productivity that can be achieved when leaders are at their authentic best.

This two day BlessingWhite programme, based on Goffee and Jones’ research, focuses on who managers need to BE, to be seen as authentic leaders by their followers. *And why is this important?* Because authentic leaders “excite people to exceptional performance”.

RELATIONSHIPS ARE THE HEART OF GREAT LEADERSHIP.

It doesn’t matter what your title is, how many people you have reporting to you, how senior you are, “without followers you’re just going for a good walk”. There are leaders (those with titles) and there are those that lead (those that have committed followers).

Authentic leaders know how to engage their followers based not only on their positional power but also their personal power. Their commitment is to something much bigger than just managing day-to-day to make the quarterly numbers.

Why Should Anyone Be Led By You? is not just a leadership development programme. It is a real tool to identify real business challenges and help team members with real solutions or actions.

Chris Gray, Managing Director, Hasbro Australia Limited*

“The main body of leadership literature focuses on the characteristics of leaders. This gives it a strong psychological bias. It sees leadership qualities as inherent to the individual. The underlying assumption is that leadership is something we do to other people. But in our view, leadership should be seen as something we do with other people. Leadership must always be viewed as a relationship between the leader and the led... there are no universal leadership characteristics. What works for one leader will not work for another.”

Rob Goffee & Gareth Jones

Why Should Anyone Be Led by You?

IS IT RIGHT FOR YOUR ORGANISATION?

You may or may not have some great leadership workshops in place already. Yet time and time again, these courses are primarily skills based. And skills without passion, commitment and authenticity can only get you so far. Or at worse, fall short of the mark with minimal impact on individual, team and organisational performance.

This Leadership Development Programme is for the organisation that:

- Is committed to be one that leads from values
- Realises that culture is the ultimate strategic advantage and that great culture is the result of great leadership
- Wants to build a sense of community based on mutual trust and respect
- Knows that customer experience will only be as great as the employee experience through authentic leadership
- Sees the need to connect leaders across what could otherwise be silos or boundaries
- Is passionate about your leaders bringing their full selves to work, not just their “business persona”
- Understands that the role of the leader is to develop other leaders not just followers around them

WORKSHOP OUTCOMES

Throughout the workshop experience, leaders work on their own strategic business challenges. They will develop a detailed strategy for “being themselves – more – with skill” to excite the exceptional performance of their teams and colleagues. Since they will have practised and fine-tuned the application of front-line leadership to their business issues, the impact on the job is immediate. Plus, leaders will be able to continually:

- Assess the needs of their followers and modify their leadership approach appropriately
- Deploy their personal values, strengths and even weaknesses to maximise their effectiveness
- Size up situations and adapt their leadership behaviour to drive results
- Build a thriving community of aligned, engaged team members
- Communicate more effectively by considering not only their audience’s needs but also the communication vehicles through which they, personally, are most effective
- Tap into a peer leadership community and expand their influence beyond their teams

The feedback that came out of this programme was fantastic, with the majority of the attendees rating this programme Superior, better than any other programme attended. The workshop has many practicable elements with tools & techniques which are very easy to remember and therefore apply post workshop.

This was a cross functional leadership team and Paul was able to adapt his facilitation style to this audience. The participants came out of the programme with excellent feedback on Paul, including great energy, engaging and a huge amount of knowledge. Paul was able to create a very relaxed, positive learning environment with a huge dose of passion!

Elle Dias, National HR Manager, Red Bull Australia*

Utilising *the human enterprise* was one of the wisest and rewarding choices we have made in our leadership development programmes. The programme material provides a highly effective way for others to be themselves MORE with skill. Thus, focusing on their individual strengths and talents to develop into effective leaders versus trying to put everyone into a leadership style box. The follow-up process and resulting behavioural and business improvements have demonstrated the programme's success. The most difficult part of the programme is introducing Paul and then having a chance to get out of the way before Paul gets into delivery mode. The accolades are many for his delivery style but passion, intelligence, fun and connecting with an audience made up of many different personality types are the things we value and appreciate in Paul's facilitation. If you have someone who cannot get engaged, excited, involved during one of Paul's programmes then I would suggest you check their pulse!

Chip Graf, HR Specialist - Learning & Development, Fujitsu Australia*

SO HOW DOES THIS ALL WORK?

Five key processes are involved:

1. An online learning component to make the most of leaders' face-to-face action learning experience
2. The option of one-on-one leadership coaching before and after the action learning experience
3. An intensive working session in which short bursts of learning alternate with in-depth business issue analysis and concept application
4. A simple online feedback process that offers a reality check on the needs of leaders' followers and focuses leaders' personal development strategies
5. Peer coaching and community building

WHAT DOES MY INVESTMENT INCLUDE?

Programme Components	
Two days with an experienced facilitator specifically trained to deliver the material on behalf of the human enterprise and BlessingWhite	
Structured pre-work with Sponsors (the participants' boss) for organisational alignment.	
Follower Feedback Report	
A comprehensive Personal Workbook	
Access to online resources to further embed the learnings both before and after the workshop	
Each Participant receives a copy of Harvard Press hardcover book, "Why Should Anyone Be Led by You?"	
Value clarification exercise to be able to be "truly you"	
YOUR TOTAL FEE FOR UP TO 18 PARTICIPANTS	\$16,000* + \$725 PER PARTICIPANT
OPTION 1 Pre-Workshop Individual Coaching (Set fee for up to 18 Participants)	\$9,000
OPTION 2 Post-Workshop Session (Usually around 4-6 Groups)	\$1,000 PER GROUP

Variations of the above programme are quoted for each specific client circumstance. A full breakdown of the costings can be provided upon request.

This was a transformational course for our leadership team. The CASE framework resonated and is being used already through the team, in words and actions. I am personally in the midst of a change of job and it is the entire foundation of my thinking for my new job. Aside from the 'normal' training material, Paul threw in numerous, highly relevant tricks from his experience and the team loved them. He is an engaging, compassionate, challenging transformer of people.

Lorna Davis, Chairman & President, Kraft Foods China*

We have some fantastic Managers who have deep functional expertise, strong drive for results and demonstrate accountability for themselves and their teams. But what if they decided to play a greater role? What if they could take accountability for their followers including peers, their boss, and the needs of the broader organisation?

We conducted the two-day programme *Why Should Anyone Be Led By You?* and the verbatim feedback from participants spoke to the power of the course. But for me the impact has been in the behaviour in the subsequent two months – greater ownership of the broader business, improved listening, real authenticity and a step-change in peer feedback/coaching. I congratulate *the human enterprise* on the course and the legacy impact they have created.

Peter West, General Manager, Mars Snackfood Australia & New Zealand*

YOUR “RAVING FAN” GUARANTEE

While we believe our offer already represents excellent value, we also realise that it's still a big investment for your organisation. That's why we are committed to ensuring you walk away from this experience as a 'raving fan'. In fact, we're so confident that you will, we're prepared to guarantee the results.

If you don't become a “Raving Fan” of the programme and agree that *Why Should Anyone Be Led By You?* has significantly enhanced the authentic leadership skills of your participants, we are promising a full credit for other services (less any out-of-pocket expenses). The only condition being that we ask the following of each of your participants:

1. That they enter into the spirit of the programme and actively participate.
2. They do the associated pre and post programme exercises or questionnaires.
3. That senior management are actively involved and support any follow up implementation initiatives.

But more than that, we will also come back and spend up to 1.5 hours with you to find out where it may have fallen short, what else you need and how it can be fixed. That's our promise to you.

NEXT STEP

If you are interested in developing the leaders in your organisation with the most inspiring strategies available we would be happy to meet with you for an obligation free chat. One of our consultants will work with you to discuss how *Why Should Anyone Be Led By You?* can be applied to your organisation and the benefits of having a culture of authentic leadership in your organisation.

**thehuman
enterprise**
transforming leadership

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*NB: All roles and organisations are accurate for the time of testimonial provided