



ACTION CENTRED LEADERSHIP FOR STATE AND SALES MANAGERS

Measurable and improved results through skills transfer, practical application and ongoing development.

Program Outline

Leadership is not just about leading, but knowing the direction in which to lead. Even lemmings have leaders!

True leaders exhibit three traits: they know what has to be done, are results-oriented and they take people with them. The three areas these leaders concentrate on are Task, Group and Individual and maintaining balance among them.

This program deals with the practical aspects of leading by emphasising the importance of planning, setting objectives and targets, allocating resources, setting standards, decision making, team management, discussion leading, conflict resolution, creativity, delegation, meetings, coaching and counselling.

Is most appropriate for sales directors, managers and supervisors throughout your organisation.

Participant Benefits

Leadership is an art not a science and it is action not words that make leaders. Confidence and leadership skills will be built through:

- Clearly establishing goals and objectives
- Effectively leading discussions and meetings
- Building and motivating a productive team
- Coaching and developing for success
- Managing conflict and counselling for required outcomes and performance



Program Content

Module 1: Action Centred Leadership

Salespeople will treat others in the same way that their managers and supervisors treat them. As parents are role models for their children, so sales directors, managers and supervisors are role models for their salespeople. This module establishes the three variables of Action Centred Leadership and the need for the leader to “juggle” each according to the occasion.

- Role of the manager/supervisor as a leader
- Why managers/supervisors fail and factors that help you lead
- Task, defining objectives and planning to achieve
- Group, maintaining and building the group for success
- Individual, encouraging and recognising performance
- Leadership styles and when to use them

Module 2: Leadership and Team Management

The power of leadership will come from the belief that you can be a leader, knowledge and authority authority of their position. However, today’s leaders have to draw much more upon the authority of their knowledge and authority of personality - the natural qualities of influence

- Qualities of a good leader
- Successful leadership techniques and getting people to follow you
- Using the leadership styles to achieve results
- Advantages and disadvantages of teams
- Stages of teams and appropriate leadership
- Determining and managing team standards and behaviour

Module 3: Motivation and Team Building

The function of the leader is not to motivate, but to create an environment whereby individuals are motivated to perform. The leader influences individuals to perform, to contribute, to build the team

- The importance of motivation
- Factors that encourage people to work harder
- Levels of needs for motivation
- The three motivation levels for the successful leader
- Ingredients for building the high-performance team
- Action Centred Leadership for team results

Module 4: Discussion Leading and Meetings

A responsibility of a leader is to lead discussions and run meetings, yet so many have received no training in this complex activity. Little wonder then, that attendees describe their experiences as “*A committee is a collection of the unfit, chosen from the unwilling, by the incompetent, to be unnecessary*”.

- Principles of discussion leading
- The role of the discussion leader
- Essentials of an effective meeting
- Conducting an effective meeting
- Leading discussions and meetings for optimum effect

Module 5: Coaching, Developing and Training

Leaders accept that part of their responsibility is to develop and coach their people for improved performance. Here we consider the aspects that allow people to change behaviour and improve their skills.

- Examine current coaching activities
- Coaching and developing to reinforce and/or change
- Principles of adult learning
- The training formula
- Development plans for the individual



Module 6: Problem Solving and Decision Making

The only people without problems are dead. Problems are a sure sign of biological life. In problem-solving and decision making we should not think in terms of “right” and “wrong” but rather in terms of outcomes.

- Creativity and problem solving
- The six steps to problem-solving
- Models for decision making
- Brainstorming to success
- Implementing the decisions

Module 7: Managing Conflict and Delegation

Some conflict is inevitable in any human organisation, whether it be at home or work. Conflict can be good if it prevents stagnation and encourages ideas. Conflict can be bad if it produces aggressive competition and anger. Delegation is the key to good organisation and management. Without delegation you do not have an organisation, you have one person doing the work.

- Two-dimensional model of conflict behaviour
- Conflict resolution strategies
- Negotiation skills for conflict resolution
- Why people are reluctant to delegate
- How to delegate successfully

Module 8: Counselling and Correction

A skill good leaders develop and use is that of counselling, which is a process of helping a person resolve a problem and implement the answer. Correcting behaviour and disciplining individuals will also sometimes be the responsibility of the leader.

- Principles and uses of counselling
- Counselling for change
- Establish and use counselling techniques to develop people
- Attitudes to correction
- Effective discipline in employee relations

Mobile: +61 (0)418 101 21
Web: www.3x5x7.cc
Email: gerald@3x5x7.cc
Facebook: facebook.com/3X57
Twitter: twitter.com/3x57

