

# Change 'Leadership In Action' Multimedia Training System



Fortune's comprehensive leadership program builds practical, core skills that develop the ability of managers to engage people, facilitate change and grow productivity.

"Fortune's process has already enabled the senior management team to get a clear focus on our business development priorities and action plans."



"Our managers have successfully delegated responsibility rather than just tasks. And when difficult times have emerged, we have known how to lead our people and maintain a degree of consistency." Mike Morgan, General Manager Containers Packaging



"Our managers and crew leaders have a greater understanding of the need to deliver on agreed actions and outcomes. They have also been able to utilize the powerful leadership and management tools within the process to coach and counsel their staff on the job."



Our highly interactive training system provides management teams with multimedia tools to **build proven change leadership skills**

HR personnel and managers can run 'Leadership In Action' in full day workshops or bite-sized modules.

Develop practical change leadership skills, including how to:

- ✓ anticipate, accept and adapt to change
- ✓ guide execution of strategic change management
- ✓ create employee engagement and eliminate distrust
- ✓ be a booster, not a filter, of key corporate messages
- ✓ restructure jobs effectively to build employee value
- ✓ clearly communicate responsibilities and expectations
- ✓ measure performance and set quality standards
- ✓ develop and coach direct reports, and induct new hires
- ✓ positively manage poor performance
- ✓ sell and facilitate change that people can embrace
- ✓ help people adapt to new roles and systems
- ✓ build belief in the organisation and what it stands for

**LEAD**  
**SELL**  
**PERFORM**  
**GROW**





The multimedia leadership development system comprises:

- eight video modules on DVD
- 'how to' guide (facilitator manual for group training sessions)
- participant workbooks
- program audio library on CD



Fortune's multimedia leadership development system includes:

#### Module 1 Today's Challenge: Leadership

- Anticipating, accepting and adapting to change
- Prerequisites for organisational success
- Management vs leadership responsibilities
- Attaining predetermined objectives
- Leadership is a skill; managing change
- Creating voluntary engagement
- Eliminating distrust to build productivity

#### Module 2 Why We Fail To Lead Part 1

- Negative impact of management errors
- Boost, not filter, key corporate messages
- Accepting personal accountability
- Developing strong people and teams
- Eliminating the we/they syndrome
- Management time pressures
- Using problems to attain objectives
- Being the leader, not a best friend

#### Module 3 Why We Fail to Lead Part 2

- Measuring performance
- Developing direct reports
- Being a problem finder
- Providing recognition to people at every level
- Understanding what motivates people
- Eliminating employee adoption

#### Module 4 How to Structure for High Level Performance

- Why people fail to perform effectively
- Restructuring jobs to build employee value
- Clearly communicating expectations
- Recommendations for inducting new hires
- Effectively measuring performance
- Setting standards to build pride

#### Module 5 How to Train and Coach for Results

- Change means train; especially 'experienced' people
- Ensuring people know how to do the job
- Training should build confidence
- Proven three step model for training
- Building one-on-one coaching skills
- Changing behavior is a process
- Consequences must be in balance

#### Module 6 How to Confront Incompetence and Redirect Behavior

- Leaders do not condone incompetence
- Rules for confronting poor performance
- How to confront quickly and effectively
- How to solve the problem
- Techniques to redirect negative behavior
- Positively reinforcing desired behavior
- Leadership self assessment checklist

#### Module 7 How to Facilitate Change Effectively

- Some people resist, some embrace change
- Change involves pain; benefits must outweigh
- Change is always preceded by dissatisfaction
- Mindsets of people when involved in change
- Basic human motivations that drive change
- Why people must understand the purpose
- Techniques to sell and facilitate change

#### Module 8 Belief: The Foundation of Success

- Difference between success and failure
- Behavior change comes from thinking
- How to elevate a person's thinking
- Understanding and building self esteem
- Dealing with 'where is the value to me'
- Approaches to growing performance
- Leaders build people's belief

"We provide training continually in bite-sized segments so that participants can spend time discussing and understanding why, how, when, where and with whom they can use the approach or techniques."

Vera Randall, Franchise Manager  
Just Better Care



"The leadership program was certainly of immense benefit in terms of building a team relationship within our organization. It provided a solid platform to communicate ideas more succinctly and manage our business better." Warner Bros Video

