



EFFECTIVE MOTIVATIONAL LEADERSHIP® Program Outline

INTRODUCTION / KICKOFF

ONE: The Challenge of Becoming an Effective Motivational Leader

- The Responsibilities of Leadership
- The Core Values of Effective Leadership
- A Positive Self-Image Leads to Success
- Choosing an Attitude of Courage
- Effective Leadership Demands Courage

TWO: Vision and Communication

- The Importance of Vision
- Understanding the Need for a Clear Vision
- Commitment to a Shared Vision
- Communication - The Vital Human Connection
- Rewards of Successful Communication
- Communication Skills Can Be Learned
- Planning the Total Message
- Verbal and Non-Verbal Communication
- Careful Listening for the Total Message
- Communicating in Writing
- Communicating Effectively in Groups
- The Power of Persuasion
- The Authentic Communicator

THREE: Becoming a Motivational Leader

- Methods of Motivation
- Understanding Human Behavior
- The Process of Motivation
- Motivation is Personal and Internal
- The Basic Human Drives and Desires
- Motivation in the 21st Century

FOUR: Building and leading Effective and Productive Teams

- What makes Up a Successful Team?
- Team Building: Recruiting Winners
- Keys to Effective Teams

FIVE: Developing People to Their Full Potential

- Bringing Out the Best in Team Members
- Personal Growth and Renewal
- Principles of Growth
- Training for Skill Development
- Coaching for Results
- The Coaching Process



SIX: Empowering Team Members

- Sources of Authority and Power
- Making the Most of Authority and Power
- Sharing Power with Team Members
- Delegating with a Purpose
- Overcoming Obstacles to Empowerment
- Empowerment Through Delegation
- An Organization of Leaders

SEVEN: Leading Change and Innovation

- Change is Everywhere
- Overcoming Resistance to Change
- Leading the Way for Change
- The Psychology of Change
- Using Innovation to Succeed
- Leading Innovation in Your Organization

EIGHT: The Leader of the Future

- Leading into the Future
- The Demands of Leadership
- Rewards of Leadership
- Your Leadership Journey