Leadership Effectiveness Solutions Suite
Developing Leadership Skills and Leadership Character

A recent Wilson Learning study showed that leadership has the greatest impact on employee fulfillment and satisfaction. Employee fulfillment, in turn, accounts for significant differences in productivity—39%! Years of experience working with thousands of leaders around the world has led to a conclusion on which we base our approach to leadership development: **The purpose of a leader is to engage others in committing their full energy to the creation of value and success.**

Leadership involves both character and skills. Regardless of level, leaders need a foundation in personal, social, and organizational character. Leaders also play a number of roles—a Visionary, a Contributor, a Tactician, and a Facilitator. The mix of these roles will change their emphasis by level in the organization. **Performance** Leaders (foundation or supervisory-level) will focus primarily on Contributor and Tactician roles. **Growth** Leaders (usually mid-level to senior) may balance their focus among all four roles. **Strategic** Leaders (senior-level) will focus more on Visionary and Facilitator roles.

Each role's competencies vary by level. Wilson Learning offers programs to address all roles at all levels.

Integrated Leadership Model

© Wilson Learning Worldwide Inc.

Offering	Levels
Visionary	
Leading in Challenging Times™	All
Leading for Performance	Performance
Modules: *Coaching, Motivating for Results*	
Lighthouse Coaching	Performance
The Leader Manager	Growth
Leading for Growth™	Strategic
Creating a Culture of Engagement	Strategic
Tactician	
Leading for Performance	Performance
Modules: *Reviewing Performance, Motivating for Results, Delegating with Confidence, Setting Goals for Success, Interviewing for Selection*	
The Leader Manager	Performance/Strategic

WILSON LEARNING®

Offering	Levels
Facilitator	
Getting to Yes	All
Building Positive Influence:	Performance
Modules: *Managing the People, Managing the Task*	
Global Effectiveness	All
Consulting with Clients	All
Leading for Performance	Performance
Modules: *Coaching for Performance, Meeting Leadership Challenges, Managing Conflict, Communicating with Purpose, Working Styles*	
Managing Virtual Team Communications	Performance
Networking for Success	Performance
Leading for Growth™	Growth/Strategic
Contributor	
Building Relationship Versatility	All
Leading for Performance	Performance
Module: *Managing Time Wisely*	
The Effective Project Manager	Performance/Growth
Leading from Within	Growth/Strategic
Leading for Growth™	Growth/Strategic

Leadership Effectiveness Solutions Suite: Individual Offerings

Offering	Your Leaders Will . . .
Leading for Performance This series of 13 modules, each a half-day to one full day, provides foundational skills. Leaders can take these in almost any order.	• Understand their role as leader • Build teams • Coach • Communicate • Manage time • Motivate others • Solve problems • Delegate • Interview • Set goals • Manage conflict • Take smart risks • Manage Social Styles in conflict • Review performance • Create an empowering work environment • Handle different Social Styles with versatility
Leading in Challenging Times™ This helps leaders understand their role in creating business strategy, executing strategy during change, owning the change process, and refocusing energy to positively navigate change.	• Be able to understand and articulate the link between discretionary energy and the success or failure of your organization's strategy, especially during times of change • Be able to identify the types of loss employees are experiencing • Be able to apply coaching skills to help others begin adapting to change

WILSON LEARNING®

Leadership Effectiveness Solutions Suite: Individual Offerings

Offering	Your Leaders Will . . .
Lighthouse Coaching This examines a five-step coaching process, and helps managers move from an "error-correction" style to a "goal-attainment" coaching style.	• Describe measurable outcomes, observable steps, and expectations • Effectively engage employees in tasks by asking their perspective • Create an action plan with employees • Target the exact area in which support is most needed
The Leader Manager A framework and skills enable Performance with Fulfillment—combining high performance and high satisfaction from meaningful work done well.	• Recognize their role and importance in providing what's necessary to enable the best from their people • Provide direction, goals, feedback, recognition, and support • Improve results by improving the conditions for superior performance
Leading for Growth™ This challenges managers to rethink their role, shifting their mindset from "heroic manager" to "growth leader."	• Build a collaborative culture • Create a shared vision • Adopt mutual influence
Creating a Culture of Engagement In this highly interactive process-oriented experience, leaders learn how to increase employee engagement and strengthen teams, leading to tangible business results.	• Understand they have the responsibility for creating a culture of engagement for their own team and across their organization • Learn five critical elements of creating a culture of engagement • Know what they must do to create the five elements of an engagement culture in their own team and organization
Getting to Yes Developed with author William Ury, this teaches Principled Negotiation.	• Understand and apply Principled Negotiation • Improve relationships while influencing • Efficiently reach mutually beneficial outcomes • Uncover issues behind positions
Building Positive Influence: Managing the People This examines a key strategy to ensuring relationships are maintained during the process.	• Separate people from the problem • Manage themselves and the situation • Conduct the conversation with counterparts and stakeholders • Deal with the tough people
Building Positive Influence: Managing the Task This demonstrates the difference between bargaining and true problem solving, equipping participants with tools to successfully manage real-life influence situations.	• Move from bargaining to true problem solving • Explore interests behind the positions • Create options for mutual gain • Use independent standards • Create best alternatives to a negotiated agreement • Handle resistance
Global Effectiveness This offering sharpens cultural awareness to reduce conflicts, mistakes, and misunderstandings.	• Understand the five dimensions of culture and how they affect mutual expectations, negotiation, meetings, and more • Identify and adapt to communication differences across cultures • Conduct business more effectively with those from different cultures

WILSON LEARNING®

Leadership Effectiveness Solutions Suite: Individual Offerings

Offering	Your Leaders Will . . .
Consulting with Clients With internal or external clients, this helps leaders make sense of complexity and prepare for change.	• Apply models to make sense of complexity • Anticipate resistance to change or misalignment • Create productive relationships • Successfully implement change without direct control
Networking for Success Relationship building and face-to-face business networking skills are critical to effective business performance. This provides the skills to develop effective business networks.	• Evaluate the effectiveness of their networking efforts • Understand how to make meaningful contacts and enter existing groups • Demonstrate their competence and character to potential business contacts • Effectively approach the people they need to who are most likely to become good business contacts
Building Relationship Versatility This uses Social Styles to improve relationships, communication, and persuasive ability.	• Learn their own Social Style and how to recognize others' styles • Respond to different styles with versatility • Improve communication and build relationships
The Effective Project Manager Balanced task and people skills are a basic requirement for an effective project manager. Participants learn concepts and tools for ensuring that balance throughout the project management life cycle.	• Understand the components of effective project management • Identify requirements for leading without functional authority • Understand the stages of team development and the need for collaboration and high performance • Define the major parameters to be managed throughout any project • Use communication tools to identify stakeholder needs and update key information
Leading from Within This examines the essence of leadership—the core questions leaders must answer for themselves from within.	• Develop leadership courage, purpose, and values • Understand and develop leadership character • Recognize their individual leadership strengths • Develop their vision and map how they will achieve it

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, our offerings include components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment. Participant Readiness prepares individuals and leaders for the overall learning experience, Learning Transfer design embeds practice and use of new skills, and Organizational Alignment ensures the organization supports the use of the new skills.

These offerings, like all others from Wilson Learning, can be customized to reflect your environment and business priorities and can be integrated with your processes.

Wilson Learning is a global leader in human performance improvement solutions with operations in the United States and 50 other countries worldwide. For more than 50 years, we have helped some of the world's best-known organizations solve their leadership challenges and achieve their business goals.

WILSON LEARNING ®