

WELCOME TO THE *LEADERSHIP* PROGRAM!

Thank you for signing up for the *Leadership: Great Leaders, Great Teams, Great Results* workshop—FranklinCovey’s flagship leadership-development program. You’ll soon be participating in this groundbreaking program with its business-relevant exercises, results-focused process, and paradigm-shaking experiences—a six-month-long process that involves you, your team, and your manager.

I strongly believe that leadership is not just a formal position, but rather a choice to deal with people in a way that will communicate to them their worth and potential so clearly that they will come to see it in themselves.

Great leaders also understand that to accomplish great results, a new “mind-set, skill-set, and tool-set” is required—one that unleashes the talent and capability of their team against the organization’s highest priorities.

You are invited to begin this process toward greatness. What you choose to do with this opportunity is up to you.

I wish you the very best as you work toward your goals as a leader.



Stephen R. Covey

HOW TO GET THE MOST OUT OF THE *LEADERSHIP* EXPERIENCE

As with any other major journey, the leadership journey you are about to embark on also requires necessary preparation. In order to fully capitalize from the *Leadership* workshop, we recommend you take the necessary time needed to complete the following preparation exercises:

1. Read “Our Promise” on page 3.
2. Prepare for the program by completing the “Opportunity for Greatness Questionnaire” found on page 4.
3. Meet with your manager to identify the specific job-related results you could work on during the *Leadership* program. See page 5 for specific instructions.

OUR PROMISE

By following the process outlined in the *Leadership* workshop, you can expect to get:

1. A vision of what it means to be a great leader and a renewed desire to get there.
2. A radically new paradigm for leading in the Knowledge Worker Age.
3. A powerful framework for solving chronic leadership problems.
4. Practical leadership skills and tools you can use “tomorrow morning.”
5. A specific process and data-based action plan to get you started.

In short, you will get the mind-set, skill-set, and tool-set necessary to unleash the talent and capability of your team to achieve your highest priorities.

Below is a summary of the concepts and principles you will be introduced to during the workshop. Take a few moments to review these principles and circle the ones you would really like to focus on.

PRINCIPLE	DELIVERABLES
The Whole-Person Paradigm	You'll start treating your people as four-dimensional—body, heart, mind, and spirit.
Inspire Trust	You'll be able to encourage and accept feedback. You'll begin building high trust with those you work with. You'll see the financial benefits of practicing high trust.
Clarify Purpose	You'll identify what your team has truly been hired to do. You'll identify your team's strategic link to the organization. You'll be able to show how your team directly affects the organization's bottom line. You'll be able to communicate your team's purpose in a clear and succinct fashion.
Align Systems	You'll identify and work toward achieving your team's Wildly Important Goals. You'll discover your team's ultimate customer-feedback question. You'll learn how to improve one of your core work processes. You'll learn how to attract, position, develop, and reward people.
Unleash Talent	You'll learn what conversations you must have with your team members in order to unleash their talent.

OPPORTUNITY FOR GREATNESS QUESTIONNAIRE

What team (organization, division, department, team, project, initiative, etc.) do you lead?

What are the most important results your team is responsible for achieving? Be specific.

What challenges get in the way of achieving these results? _____

What would you like to be different three months from now? one year from now?

What is the annual economic (or other) impact of achieving these results?

MEET WITH YOUR MANAGER

Prepare for the *Leadership* workshop by involving your manager in identifying specific job-related actions you could work on during the workshop. Here's how:

1. Share the “Opportunity for Greatness Questionnaire” with your manager and ask what specific results and initiatives he/she would like you to work toward during and after the *Leadership* workshop.
2. Ask your manager, direct reports, and others to complete the Leadership Quotient (LQ) Report you will send them before the workshop begins, as well as the one you'll send them six months later. Explain how this report will clearly indicate your starting and ending leadership scores—numbers that measure a leader's effectiveness in respect to creating a clear purpose, inspiring trust, aligning systems, and unleashing his/her team's potential.
3. Schedule a follow-up meeting or “report-out” with your manager after the second LQ to discuss you and your team's improved results and to outline future outputs.