

Leaders Make the Difference in Great Organizations

Great organizations are created by great leaders—leaders who can unleash the highest and best contributions of their team toward their organization’s most critical strategic priorities. Every organization—and every leader—aspires to greatness. But why do only a few achieve it?

The 4 Imperatives of Great Leaders

The problem is that many leaders rely on an “old school” approach to leadership. Great leaders not only see the world differently, they do things differently. Specifically, these skills can be defined as the 4 Imperatives—the critical, essential functions of a great leader:

- Inspire trust among direct reports, superiors, and peers.
- Align systems and work processes so they facilitate rather than hinder achievement.
- Clarify purpose by articulating why goals are established and how individual work contributes to those goals.
- Unleash the unique talent and contribution of people on their team.

Help Your Leaders Influence Your Organization’s Success

Leadership: Great Leaders, Great Teams, Great Results is FranklinCovey’s flagship leadership-development program. It takes a “mind-set, skill-set, tool-set” approach to developing leaders who can apply the 4 Imperatives to unleash the talent and capability of their team against the organization’s highest priorities.

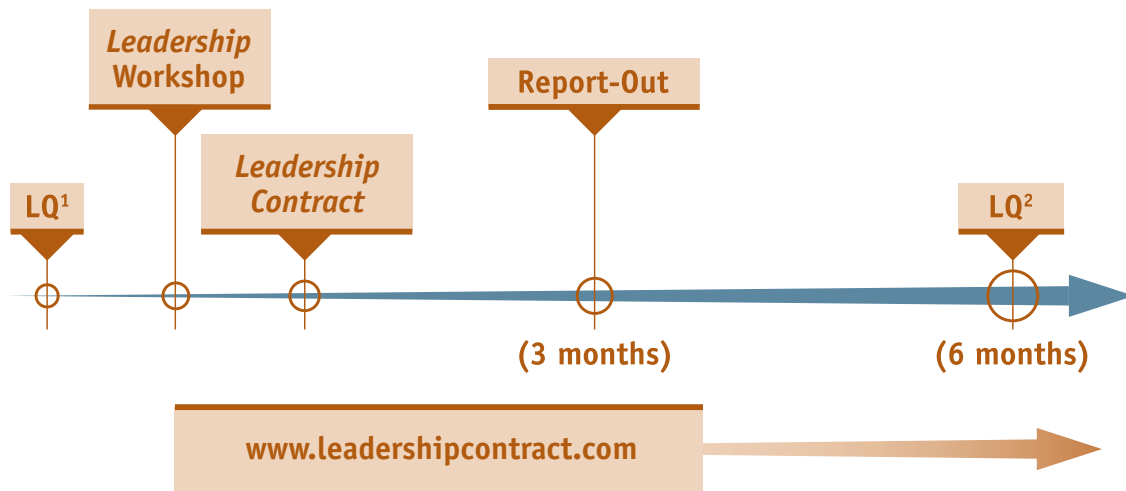
The Best Thinking From Leadership Experts in Meeting Today’s Challenges

In addition to drawing from a proven legacy of developing effective leaders, FranklinCovey’s *Leadership: Great Leaders, Great Teams, Great Results* program also taps into the best thinking of well-known leadership experts, including:

- Jack Welch (former head of GE)
- Ram Charan (*Execution: The Discipline of Getting Things Done*)
- Fred Reichheld (*The Ultimate Question*)
- Clayton Christensen (*The Innovator’s Dilemma*)
- Stephen R. Covey (*The 7 Habits of Highly Effective People*)
- Stephen M.R. Covey (*The Speed of Trust*)

This powerful program addresses the specific challenges leaders face every day, including:

- Building trust and influence with others.
- Defining a team’s purpose and the “job to be done.”
- Creating a strategic link between the work of the team and the goals of the organization.
- Connecting the work of the team to the organization’s economic model.
- Aligning the four essential systems of execution, talent, core work processes, and customer feedback.



Assessing and Implementing the Principles of Great Leadership

More than just a training event, *Leadership: Great Leaders, Great Teams, Great Results* takes a process-oriented approach to developing great leaders. The process includes:

- The Leadership Quotient (LQ)—a 360-degree-type assessment to measure leadership ability.
- A powerful, intensive, three-day training experience.
- Robust online implementation tools.
- A post-training “contract” in which participants will complete exercises and other requirements in applying the skills and principles to their roles.
- A comparative LQ to show improvement in leadership capability over time.

Great Leaders Need Great Tools

Each participant receives a feature-rich kit that includes:

- A comprehensive guidebook.
- A *Leadership Essentials*, a resource book for leaders.
- A CD with printable versions of the tools introduced in the workshop.
- A program DVD with selected videos from the workshop.

- Exclusive access to online resources for leaders, including the Leadership Contract implementation process.
- A “4 Imperatives” desktop puzzle to help leaders stay focused on the outcomes of great leadership.

Put Your Leaders on the Path to Greatness Today

The fact is, no organization has ever become great without exceptional leadership—without leaders who can connect the efforts of their team to the critical objectives of the organization.

For more information about FranklinCovey’s *Leadership: Great Leaders, Great Teams, Great Results*, contact your client partner today. Or call 1-800-637-5309 to be put in touch with someone in your area who can answer any questions you may have. You may also visit www.franklincovey.com.