

# SCARLET MONDAY

## Leadership Effectiveness Training (The Complete Programme)

You select the areas you want training in, we assess your needs against our high performance leadership framework, and then we give you a training price based on a series of face to face 121s and surrounding pre and post session work. The following areas are available:

### Leadership Styles & Theories

- Qualities & skills overview

#### Learning outcomes:

- learn how to absorb the differences in leadership requirements for different businesses & leverage existing strengths which map to required skills. Customised for growth stage and role needs.
- develop plans for the challenges which need to be overcome
- understand and work on resilience

#### Benefit to the individuals:

- confidence
- clarity & ability to plan for change as well as leverage current strengths
- resilience

#### How will the training impact on the growth of your business?

- enables you as MD/CEO – to spend more time better growing the profitable top line for the business.

### Leadership vs. Management

- what changes
- differences & similarities
- challenges to overcome
- the spectrum

#### Learning outcomes:

- learn how to overcome the transition of the differences & leverage existing strengths in similarities
- develop plans for the challenges which need to be overcome
- understand and work with the management to leadership spectrum

#### Benefit to the individuals:

- confidence
- clarity & ability to plan for change as well as leverage current strengths

#### How will the training impact on the growth of your business?

- enables you - as MD/CEO – to spend more time on strategic growth initiatives

### Communication skills

- team, cross-company & client-facing
- custom option available around what to do in the buy-sell cycle (saying no, pushing back, talking about money, etc.)

#### Learning outcomes:

- learn how to vary communications for the recipients' needs and differing buying styles
- understand the importance of under and over communicating as selling strategies
- develop the ability to engage with all levels within the client, whilst maintaining brand and offer message consistency and personal authenticity

#### Benefit to the individuals:

- confidence
- introduction of additional interpersonal skills for more effective leadership
- strengthening of negotiation resilience

#### How will the training impact on the growth of your business?

- drives more sales on a more consistent basis as the sales leader is more in control of the business
- drives improved project profitability as margin negotiation improves
- generally enables more friction-less/ efficient activity in the business



LEADING PEOPLE  
in LEADING  
COMPANIES

## Emotional intelligence

- the importance of self awareness in business relationships inc. around detachment and neediness in the sales cycle

### Learning outcomes:

- removal of stress around money conversations so that they become matter of fact
- understanding roots of limiting beliefs which will hamper positive leadership, management and sales behaviours

### Benefit to the individuals:

- removal of stress around money conversations filters into MD-level negotiations, and as a wider life skill
- understanding roots of limiting beliefs which will improve ability as MD and interpersonal skills generally

### How will the training impact on the growth of your business?

- unlimited sales director-type behaviours drive sales to target
- general improvement in self-awareness is vital for the leader to best lead the business

## Change management

- words and actions into repeated behaviours
- change through feedback & goals
- enabling mental model change
- behavioural activation in business change

### Learning outcomes:

- learn how to change behaviours through the tools of feedback & goals
- develop the skills to enable mental model change in the team to underpin business change
- behavioural activation in business change is applied to short-circuit normal lengthier change processes

### Benefit to the individuals:

- develop a core leadership skill required to help grow a business at pace

### How will the training impact on the growth of your business?

- business changes like entering new markets and developing new process ways to achieve gross and net profit growth targets represent significant drivers of business growth

## Talent leadership

- motivation, engagement and getting results

### Learning outcomes:

- understanding of the multiple types of motivation, when and how to use them
- progress as a priority: how to enable and align career development and personal growth with the achievement of business targets
- how to manage high-performing people

### Benefit to the individuals:

- develop a core leadership skill required to help grow a business at pace
- personal efficiency of more effectively being able to get things done within the business

### How will the training impact on the growth of your business?

- reduction of churn, increased job satisfaction and long-term performance powered by the engagement of high-performing individuals

## Collaboration

- peer, team building and partnerships

### Learning outcomes:

- focus on sales partnerships and channels
- Developed skills to improve marketing engagement, campaigning & closing
- Achieve targets and improve performance management across commercial facing team
- develop capabilities to spot opportunities to extend channels and ventures – aligned with the business plan – via partnerships
- develop peer-level collaboration skills to support sector networking and referral responsibilities

### Benefit to the individuals:

- the learning of successful current frameworks enhances intuitive confidence and skills
- the ability to better manage commercially facing team members with greater confidence
- self-confidence and the confidence in relationship structures and frameworks is vital to succeed

### How will the training impact on the growth of your business?

- SPIN and marketing engagement tools better tailored to needs which drives growth
- better collaboration improves innovation and could be translated into competitive advantage
- team-level collaboration will unlock current blockers in leadership which may be limiting growth
- peer-level and partnership collaborations will directly drive any revenue stretch in the plan which will not come from direct inbound or outbound sales

## Performance management

- empowerment, goal-setting, planning, accountabilities & commitments

### Learning outcomes:

- the importance of empowerment, the fine balance of management and how to deliver it
- execution-based goal setting, engagement and monitoring + what to do with variances
- ARCs (RACIs) and how to use them to manage commitments within the business

### Benefit to the individuals:

- personal learning shift from task management to accountability management
- develops core practical understanding of the mechanics of operational delivery

### How will the training impact on the growth of your business?

- consistent managed achievement of stretching growth targets
- reduction of the noise and inefficiency often caused by lack of clear accountabilities. This normally hinders growth.

## Execution culture

- the role of listening and challenging to hit the figures

### Learning outcomes:

- learn how to engage and challenge without undermining operational leadership
- develop questioning skills to validate the ability to achieve the milestones required for the 3yr plan

### Benefit to the individuals:

- leading an execution culture requires advanced leadership skills to be effective. This set of skills is vital for your development as a leader

### How will the training impact on the growth of your business?

- without the development of this skill, the growth of the business to stretch targets over the plan will be more difficult
- this skill also cascades down to other members of the team being challenged, enabling them in turn to challenge their teams

## Strategic effectiveness overview

- what is strategy, and what is your role?

### Learning outcomes:

- learn how strategies – as long-term plans of action – are set to deliver the mission and be capable of being executed
- strategic management: what is it, and how does it differ from 'normal' management
- how to work with others to most effectively manage the strategic decision-making process

### Benefit to the individuals:

- demystification of a much-confused area
- learning of a tool kit which is vital for successful leadership development

### How will the training impact on the growth of your business?

- strategic skills spread across the leadership team
- the business needs the breadth of strategic skills to address market challenges and competitiveness

## Creative effectiveness overview

- what role does creativity have in business?

### Learning outcomes:

- understand practical tools to unlock individual, team and corporate creativity
- learn how to avoid the stifling of creativity via group/ corporate laziness
- tie creativity to customer needs identification and strategic thinking
- understand the role of creativity in innovation thinking

### Benefit to the individuals:

- individuals can apply practical tools to unlock their own, their team's and overall corporate creativity
- know how to use creative thinking for better customer needs identification and to improve strategic thinking that solves those needs
- know how to use creativity in innovation thinking that can translate into competitive advantage

### How will the training impact on the growth of your business?

- creativity is at the heart of creating compelling competitive advantage: future corporate growth is explicitly tied to this via improved solutions to customer needs and generally improved innovation
- individuals become empowered by operating creatively and innovatively and this improves their engagement and productivity in the business

## Personal effectiveness overview

- procrastination, productivity and learning

### Learning outcomes:

- have a toolkit of techniques to overcome procrastination and get the important things done
- the ability to assess and deliver opportunities for increased productivity, including what to delegate, what to kill and what to defer
- effective learning methodologies to enhance momentum in a niche market

### Benefit to the individuals:

- removal of frustration and sense of lack of achievement
- greater throughput of the right activity
- the ability to manage your knowledge development within a niche

### How will the training impact on the growth of your business?

- as leader, your personal effectiveness directly impacts growth prospects
- a sense of momentum with direction from the top-down increases productivity across the business

## Sales & Marketing effectiveness overview

- SPIN and marketing engagement tools
- SPIN models in action
- marketing engagement, campaigning & closing
- targets and performance management

### Learning outcomes:

- Knowledge of how to apply SPIN models to new market targets
- Developed skills to improve marketing engagement, campaigning & closing
- Achieve targets and improve performance management across commercial facing team

### Benefit to the individuals:

- the learning of successful current frameworks enhances intuitive confidence and skills
- the ability to better manage commercially facing team members with greater confidence

### How will the training impact on the growth of your business?

- these are direct business development skills
- improved negotiations around money matters drives project profitability and net profit
- brand engagement within a niche via a specific slant to the marketing engagement will be vital to long-term growth prospects and success against competition

**£400 per hour custom programme**