

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

£800 per hour custom programme