

EFFECTIVE LEADERSHIP WORKSHOP *with Brian Townley and Brandon Lee Rudat*

Length: 1 day * **Time:** 8:00 AM – 5:00 PM

Leadership Author Brian Townley and Emmy Award winner Brandon Lee Rudat have created a powerful, one-day **Effective Leadership Workshop**, to equip industry leaders with the strategies and techniques to become highly successful and exceptional leaders in the workplace. These experienced trainers guide professionals through a full day of hands on, intensive teachings, activities, exercises, best practices, motivational stories, focus groups and case studies.

After completing this one-day workshop, students will be able to:

- Gain a clear use and understanding of the difference between being a coach and being a boss.
- Learn how leadership and management can change lives and inspire others to achieve their goals.
- Assess their own leadership skills and identify areas for personal growth.
- Learn the six characteristics of leader and the core aspects of applying there feature.
- Discover behavioral styles so they will understand the needs of their team members and know how to work with and bring out the best in each individual.
- Discover how to manage and motivate multiple generations in the workplace.
- Learn how to effective communicate when interacting with employees.
- Develop strategies for involving employees in the long-range vision and problem solving process.
- Practice strategies in using company's core values to find the best employees.
- Practice empowering employees to higher levels of achievement through coaching and evaluation tactics.
- Discover their own passion and purpose to become a leader in their industry.
- Teamwork activities

8:00 – 8:30 – Focus Group Introduction

8:30 – 9:30 Inspiring Leadership

9:45 – 12:00 Chiseling A Leader

12:00 – 1:00 Lunch

1:00 – 2:00 Talent Management

2:15 – 3:15 Employee Incentive & Motivational Strategies

3:30 – 4:15 – Teambuilding and Staff Development Programs

4:15 – 5:00 Case Study and Focus Group

Series Sessions Include:

Inspiring Leadership-Unleashing Motivation in the Workplace - Imagine if the untapped potential in your team was unleashed. Imagine if your employees saw your success as their success. Imagine if your highest goals were indeed reachable because the staff you hired were inspired to make them happy. Employees must feel that it's about them before it can be about the company. Brian Townley teaches from his book that motivation is inspired by leadership and the difference between being a "boss" and being a "leader". It's about coaching, not preaching. It's about knowing the strengths and weaknesses of every team member. It's about preparing supervisors, not just promoting good workers. This kick off presentation is designed specifically to teach professional leaders and executives how to unleash motivation within their team.

Chiseling A Leader "Character" comes from a Greek word meaning "chisel." Revealing the core values of a leader requires a chiseling process that removes pretenses and exposes the true traits of a leader. Brandon Rudat and Brian Townley bring powerful messages of developing leadership skills that inspire personal and professional excellence. These industry professionals demonstrate how leaders stand apart by exhibiting drive, determination, discipline, courage and accountability that build a foundation for growth. Students will begin identifying their characteristics within the first 10 minutes of this session by completing a self-assessment throughout the session. By the end of the program, they will have a clearer idea of qualities they can develop to be more effective leaders. *(Self Assessment, Focus Group Discussion)*

Talent Management - Recruiting the right people for the right job and utilizing their talents to enhance products, and ultimately profits, doesn't happen by accident. In fact, companies that do this well tend to reap the benefits of happy employees who know how to make clients feel appreciated. In turn, the sequence is complete when those satisfied clients become loyal customers and the best word-of-mouth advertisers for your company. Instead of merely going through the motions of hiring, generating paychecks and processing paid time off and other benefits, today's "management" is more than just a business function. It's a partnership that provides a cohesive system to govern the company's most precious resource and ensure that the best talent is not only recruited, but also retained in the organization. *(Best Practices and Supervisor Tool Kit Included)*

Managing Multiple Generations in the Workplace - Employees and co-workers are more than a label. Veterans (born before 1940) and Boomers (born between 1940 - 1960) take pride in being perceived young and vibrant and do not want to be defined by a clock. Xers (born between 1960 - 1980) and Millennials (born after 1980) expect to be taken seriously. At this point in time, the differences between the generations are more pronounced than ever before. Dramatic changes in the world in the last 60 years have yielded people with varied experiences and challenges during their crucial formative years. Understanding generational characteristics increases productivity and quality and decreases frustration, turnover and resentment. This applies to family, friends and workplace peers. *(Case study included)*

Employee Incentive & Motivational Strategies - Incentive plans should be a management tool designed to help achieve specific goals and tasks. This session gives delegates the how to, when to and why to necessary to implement incentive and motivational strategies that will result in positive impact for the employee, the manager and the bottom line. Most leaders consider recruiting and retaining top talent one of their biggest challenges. Creating productive, sales and service minded employees isn't an option for a company interested in staying on top of the markets it serves. It is a fair and reasonable assumption that the top talent in your company wants to be rewarded for exceeding expectations. This program will show you how to gain buy-in from staff to meet and exceed the goals laid out in your strategic plan. Ideas, techniques and strategies discussed will show you how to help your staff take pride in their work and responsibility for becoming top performers. *(Best Practices and Group Exercise Included)*

Teambuilding and Staff Development Programs - Great teamwork makes things happen more than anything else in organizations. This activity session will teach leaders how to empower employees through teamwork building games, exercises and activities that can enhance employee motivation outputs and organizational benefits.

Speakers Bios:

BRANDON RUDAT

Brandon Rudat is an American journalist, motivational speaker. He found his calling at an early age, when he discovered he wanted to pursue a career in broadcast journalism. He began as an intern on the Today Show in New York City and as a producer for WNBC's Today in New York, where he covered the 9/11 terrorist attacks and aftermath. Despite being told that he was too young, or didn't have the right look or voice, it was Rudat's passion that fueled his fire to persevere. He won an Emmy award in 2007 and has been nominated for nine others, including the 2013 Best News Anchor and Best Investigative Reporting for his work at the 2006 Olympic Winter Games in Torino, Italy. He credits courage and determination for advancing him in his profession. He inspires his audience to have the courage to chase big dreams and never look back.

BRIAN TOWNLEY

Brian Townley is an author and international speaker who started his professional career in the banking industry in 1987. He began speaking internationally in 2005. He has received top ratings for his professional development presentations across the United States and Asia. In 2011 he released the critically acclaimed book, *"Inspiring Leadership: Unleashing Motivation in the Workplace."* He teaches motivation is within an individual and it's through inspiring leadership that the motivation can be unleashed. It's that winning combination that gets to the heart of his message. He encourages his audience to take pleasure in seeing the best qualities in others unleashed because success isn't just about all you accomplish in life, it's also about those you've inspired along the way.