The 4 Essential Roles of LEADERSHIP™

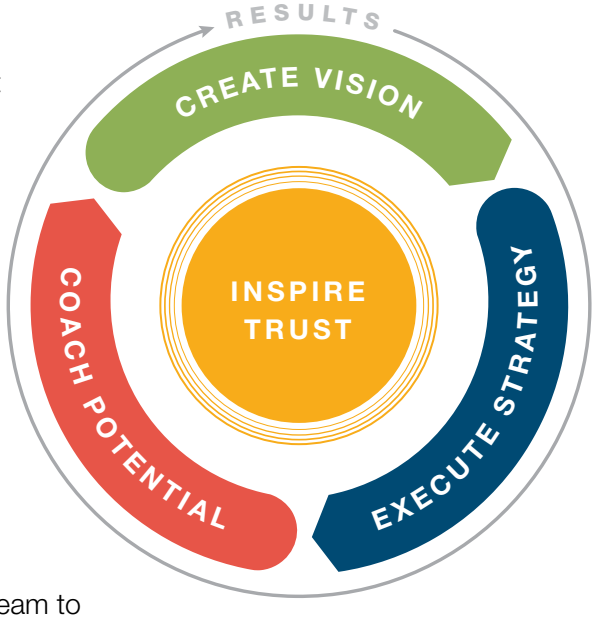


A FRAMEWORK FOR SUCCESS FOR LEADERS EVERYWHERE

The world is changing at an unprecedented pace. Every day leaders are making countless decisions and facing problems they've never encountered before. What worked yesterday can change overnight. The speed is relentless, the stakes are high, but the rewards are great for those who can lead a team to consistently achieve extraordinary results. So how can leaders stay ahead of the curve and differentiate themselves and their teams when so much is changing so quickly?

MEET THE 4 ESSENTIAL ROLES OF LEADERSHIP

Even in the most turbulent times, there are four roles leaders play that are highly predictive of success. We call them **essential**, because as leaders consciously lead themselves and their teams in alignment with these roles, they lay the foundation for effective leadership.



The 4 Essential Roles are:

1. **Inspire Trust:** Be the credible leader others choose to follow—one with both character and competence.
2. **Create Vision:** Clearly define where your team is going and how they are going to get there.
3. **Execute Strategy:** Consistently achieve results with and through others using disciplined processes.
4. **Coach Potential:** Unleash the ability of each person on your team to improve performance, solve problems, and grow their careers.

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The Challenge

- Leaders who are promoted to mid- senior-level leadership roles, and who struggle to achieve the next level of results.
- Experienced mid- senior-level leaders who do not have the mindsets and skillsets required to be successful for the next three to five years and beyond.

The Solution

- A simple, practical framework that forms the basis of all other leadership success.
- A hands-on work session that allows leaders to do real work and then implement their ideas with their teams.
- Multiple learning modalities (live, live-online, On Demand).

THE RESEARCH AND THE SOLUTION

FranklinCovey spent more than two years learning what organizations and businesses need from their leaders today and in the future. We discovered that these organizations and businesses needed leaders who could:

- Think BIG and adapt quickly.
- Translate strategy into meaningful work.
- Coach people to a higher performance.

The 4 Essential Roles develop leaders who can master these skills consistently, within FranklinCovey's unique framework that focuses on developing who a leader is as well as what a leader does.

ROLE	OUTCOME/OBJECTIVE
Inspire Trust	Trust starts with a leader's own character and competence—the credibility that allows leaders to intentionally build a culture of trust.
Create Vision	Effective leaders create a shared vision and strategy, and communicate it so powerfully that others join them on the journey.
Execute Strategy	Leaders must not only think big, but also execute their vision and strategy all the way through to completion, with and through others.
Coach Potential	Effective leaders develop the leadership potential in others and improve performance through consistent feedback and coaching.

For more information about FranklinCovey's *the 4 Essential Roles Of Leadership* solution, please contact PacRim Group at 0 2728 0200 or info@pacrimgroup.com. You can also visit www.pacrimgroup.com.

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