Leadership for Managers Training Curriculum - 2027

This is a broad-spectrum leadership course for senior leaders, managers, supervisors, group leaders, and high potential professionals. The topics and training create a much higher caliber of leader. The course contains content not normally found in other leadership courses, such as body language, having principled accountability discussions, and behaviors that enhance trust.

The course is experiential and lively, including humorous stories, role playing examples, magic illusions, videos, and other ways to make the information memorable for the participants. Have fun while you learn vital skills.

This course can also be customized for family groups. Leadership teams can select topics for emphasis, and all content can be put in terms of the specific industry or location. The program is flexible in terms of time needed and content covered.

5 x 4-hour sessions • ***Register online at GreaterRochesterChamber.com***.
Seminars are held online via virtual platform. You will receive a link within a week before the start of this training directly from the trainer.

Session 1 – Leadership, Motivation, and Culture

1. Group brainstorm and discussion on the nature of success
2. Key learnings from Napoleon Hill and Earl Nightingale
3. 10 Minute Self Evaluation (before training)
4. High level perspective on leadership – contrast leaders and managers
5. Lou Holtz DVD - Do Right (Video)
6. Theory from Maslow and Herzberg on motivation
7. Applying motivation theory in today's workplace. What has changed in the past year
8. Experiential self-motivation exercise
9. Surprising Motivation – Dan Pink (Video)
10. The essence of culture and how to build a culture of trust
11. Six keys to success in 2026
12. Avoiding the typical leadership traps
13. Problems in today's workplace (surprising current research)

Session 2 – Leadership and Building Trust

1. The nature of trust
2. Sharing data on worldwide trends in trust
3. Defining trust and how it governs all aspects of a business. The impact of trust!
4. Measuring current trust level in your organization
5. Discussion of types of trust and things that affect it
6. Appreciative inquiry - what is already working well
7. The intersection of ethics and trust
8. The "Leadergrow Trust Model" and the leader's role in building trust
9. Demonstration of "The Ratchet Effect"
10. The power of understanding the "I AM RIGHT" Button
11. Trust builders and trust busters
12. Stephen M.R. Covey's Book: "Trust and Inspire"
13. Data on the link between trust and organizational performance (including financial)
14. Trust and accountability – hold people accountable in a principle-centered way
15. Healing a breach of trust
16. Role play on trust compromised
17. Trust during a merger, acquisition, or other major change initiative

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Session 3 – Communication and People Skills

1. Emotional Intelligence - the key to good leadership
2. Personality tests - uses and precautions
3. Organizational politics – avoiding the pitfalls
4. My Stroke of Insight - Jill Bolte Taylor (Video) on how the brain works
5. Conflict management and resolution
6. Dealing with personality disorders (bullies, narcissists, passive, etc.)
7. Difficult employees role play
8. VAK model - Improving the connectedness with people
9. Improving online communication (e-mail) - eliminate numerous problems
10. Reflective Listening Skills
11. Communication styles of the different generations
12. Reading and controlling Body Language
13. Rumor control
14. Improving meeting effectiveness
15. Stress reduction
16. Teamwork exercise

Session 4 – Organizational & Corporate Skills

1. Building a great Strategic Framework
2. Flexing in times of global unrest. Avoiding panic
3. Values, Vision, Mission. Get these right
4. Exercise on excellent versus poor Mission and Vision statements.
5. Harnessing the power of AI (video)
6. Increasing your customer focus. Avoid the traps
7. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
8. Managing Behaviors. Critical but often overlooked
9. Developing an excellent strategy
10. Enrolling People – the key to alignment
11. Common Management Traps in using data (with role play)
12. Excellent employee feedback and communication systems

Session 5 – Integrating Work and Your Life

1. "Triple Crown Leadership." Content and videos by Bob and Gregg Vanourek
2. Managing Change. 9 step model to successful change initiatives
3. Theory from "Good to Great" - Window/ mirror analogy etc.
4. Jim Collins – Author of Good to Great on Level 5 Leadership (brief Video)
5. Negotiation skills -many key skills
6. Mentoring - the power and the precautions
7. Training your brain to think differently
8. Improving utilization of time
9. Plotting your future with accuracy
10. Tips about money
11. Obtaining a balance in life
12. Change Your Mindset and Change Your Life– Colin O'Brady (Video)
13. Giving back – build your own legacy

FREE Bonus: Access to two excellent video programs. (30 short videos in each program)

1. Building higher trust
2. Reducing Conflict in Organizations

Leadership Series Cost

$645: Greater Rochester Chamber members

$845: Non-members

** Ask about group discounts for 5+ attendees*

A certificate of completion will be provided after the training.

Questions? Kathy.Richmond@GreaterRochesterChamber.com

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Leadership for Managers
Meet the Trainer

Bob Whipple, MBA, CPTD
CEO, Leadergrow



Bob Whipple is CEO of Leadergrow Incorporated, an organization dedicated to development of leaders. He speaks on leadership topics and the development of trust in numerous venues. He also has taught leadership and business classes at graduate universities.

As a leadership coach and business consultant, he works with individual clients as well as large organizations such as government agencies, corporations, and The Greater Rochester Chamber of Commerce. A highly successful leader at a Fortune 500 company for over 30 years, Mr. Whipple accomplished revolutionary change while leading a division of over 2000 people through the application of outstanding “people” skills.

Mr. Whipple is a student of the leadership process and has developed unique approaches to achieving excellent results through full engagement of people.

Author of four leadership books:

- The Trust Factor: Advanced Leadership for Professionals (Productivity Publications, 2003),
- Understanding E-Body Language: Building Trust Online (Productivity Publications, 2006),
- Leading with Trust is Like Sailing Downwind (Executive Excellence, 2009)
- Trust in Transition: Navigating Organizational Change (Association for Talent Development, formerly American Society for Training and Development, 2014)

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