

*5 Sessions, 4 Hours Each • Register online at [GreaterRochesterChamber.com](http://GreaterRochesterChamber.com)  
A link will be provided upon registration.*

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 or having principled accountability discussions.

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. The standard course is presented in five sessions on five consecutive Fridays.

## **Facilitator: Bob Whipple MBA CPTD** **“The Trust Ambassador”**



International expert on Building Trust in organizations. Lifetime Achievement Award Winner as Top Thought Leadership in Trust by Trust Across America: Trust Around the World. Named BEST Consultant by CNY ATD. Author of four books on trust and over 800 articles and videos on trust and leadership. Certified Professional in Talent Development by ATD.

# CURRICULUM

## 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
8. Self motivation exercise
9. Surprising Motivation – Dan Pink ( brief Video)
10. The essence of culture and how to build it well
11. Avoiding the leadership whack-a-mole syndrome
12. Achieving Racial Equity

## 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. DVD Coach Krzyzewski on the power of living good values (video)
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. Data on the link between trust and organizational performance (including financial)
13. Helping people deal with the need for integrity when there are many contrary examples
14. Trust and accountability
15. Healing a breach of trust
16. Role play on trust compromised
17. Trust during a merger, acquisition, or other major change initiative
18. Lessons from COVID-19

## Session 3 – Communication and People Skills

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

## Session 4 – Organizational & Corporate Skills

1. Building a great Strategic Framework
2. Brian Tracy – Importance of Strategy (video)
3. Values, Vision, Mission
4. Exercise on great visions
5. Increasing customer focus
6. "Triple Crown Leadership" Building Excellent, Ethical, and Enduring Organizations – 5 Key practices (brief video - Secretariat)
7. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
8. Managing Behaviors
9. Developing an excellent strategy
10. Enrolling People – the key to alignment
11. Common Management Traps in using data (with role play)

## Session 5 – Integrating Work and Your Life

1. Managing Change
2. 9 step model to successful change initiative
3. Theory from "Good to Great" - Window/ mirror analogy etc.
4. Jim Collins – Author of Good to Great (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 the 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