

L **LEADERSHIP**
Great Leaders • Great Teams • Great Results

™



From Effectiveness to Greatness
**A workshop on Building Personal
and Organizational Greatness**

By Passionate Execution, Effective Leadership & Sustained Innovation

**FranklinCovey 's Leadership: Great Leaders, Great
Teams, Great Results Helps Your Leaders Influence
Your Organization 's Success**

Leaders Make The Difference In Great Organizations

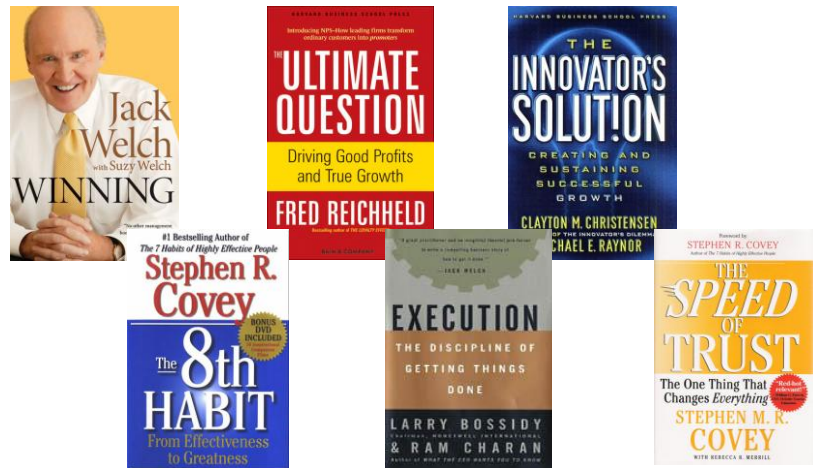
In today's global, knowledge-based world, the call for organizational greatness is greater than ever before. Sustainable financial performance, intense customer loyalty, a winning culture, and a distinctive contribution in the marketplace—all hallmarks of truly great organizations.

Great organizations are created by great leaders—leaders who can unleash the highest and best contributions of their teams toward their organization's most critical priorities. Every organization—and every leader—aspire to greatness. But why do only a few achieve it?

Drawing From the Best Thinking of World Renowned Leadership Experts

In addition to drawing from a proven legacy of developing effective leaders, FranklinCovey's Leadership program also taps into the best thinking of well-known leadership experts. You will learn from all of the following in this workshop :

- JACK WELCH
(Former CEO of GE)
- STEPHEN R. COVEY
(The 7 Habits of Highly Effective People)
- RAM CHARAN
(Execution: The Disciplines of Getting Things Done)
- FRED REICHHELD
(The Ultimate Question)
- CLAYTON CHRISTENSEN
(The Innovator's Dilemma)
- STEPHEN M.R. COVEY
(The Speed of Trust)
- MOHAMMAD YUNUS
(Nobel Peace Prize Winner 2006-07)



Workshop Features

This powerful program addresses the specific challenges leaders face every day, including:

- Building trust and influence with others.
- Defining a team's purpose and the "job to be done."
- Creating a strategic link between the work of the team and the goals of the organization.
- Connecting the work of the team to the organization's economic model.

In addition, leaders will learn how to align the four essential systems that drive success, including:

- Execution—the discipline of focusing on a few critical objectives with a process for achieving those objectives.
- Talent—attracting, positioning, and developing individual workers in order to tap into their full potential.
- Core work processes—creating clearly understood and aligned work processes for each function of the team.
- Customer feedback—understanding the one thing you need to know about how your customers perceive you.

FranklinCovey's Leadership program also helps leaders master the three key conversations that will move them from mediocre to great. These dialogs include:

- Voice—discovering how to unleash people's full talents, passions, and capabilities.
- Performance—mutually agreeing on desired results and how to account for performance.
- Clear the Path—becoming a resource in breaking down barriers that prevent people from getting their work done.

A New Kind of Leadership

MEDIOCRE LEADER	GREAT LEADER
I get things done because I'm the boss (formal authority).	I get things done through personal influence and credibility (informal or moral authority).
As long as people have a clear job description, they'll be fine.	If a clear and compelling purpose exists, people will volunteer their best efforts.
Everything is so dependent on me.	Enduring success is in the systems.
I need to constantly motivate and manage my people to get results.	My job is to release the talent and passion of our team toward our highest priorities.

The strength of your leaders has never been more important than it is today in determining the success of your organization. But “old school” leadership styles just don’t work in the Knowledge Worker Age. People cannot be managed as if they are simply assets—or worse, liabilities—viewed in the organizational scheme on the same level as office furniture or computers. In order to unleash the potential of their teams, today’s leaders must see workers as “whole people” who have a unique contribution to make in moving the organization forward. Leaders must manage the knowledge each worker brings to the table, not just the tasks those workers are responsible for completing.

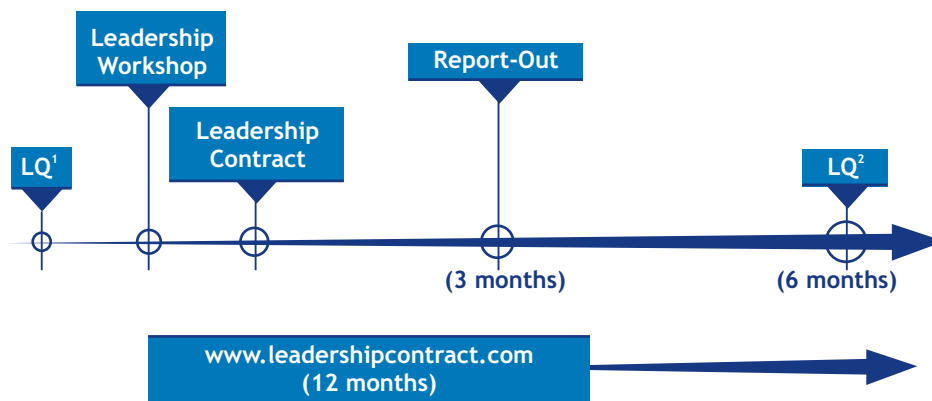
FranklinCovey Principle Centered Leadership Promises to Provide :

1. A vision of what it means to be a great leader and a renewed desire to get there.
2. A radically new paradigm for leading in the Knowledge Worker Age.
3. A powerful framework for solving chronic leadership problems.
4. Practical leadership skills and tools you can use “tomorrow morning.”
5. A specific process and data-based action plan to get you started.
6. Inspire trust among direct reports, superiors, and peers.
7. Align systems and work processes so they facilitate rather than hinder achievement.
8. Clarify purposes by articulating why goals are established and how individual work contributes to those goals.
9. Unleash the unique talents and contributions of people on their teams.

The Process for Developing Great Leaders

FranklinCovey's Leadership: Great Leaders, Great Teams, Great Results takes a process-oriented approach to developing leaders. Much more than just a training event, the entire process includes:

- Leadership Quotient (LQ) leadership assessment.
- Twenty hours of classroom instruction.
- Leadership implementation “contract.”
- Accountability report to senior leaders.
- Comparative LQ assessment.



Assessing Leadership

But the program isn't just a training event. It begins with the Leadership Quotient assessment, a self-administered, 360-degree-type assessment that measures your leaders' capabilities against a specific set of criteria. This assessment provides a roadmap for participants to follow as they focus on specific areas for improvement throughout the process.

Over time, participants will take a second LQ, showing leadership-capability improvement, validating both the process and the investment.

Each participant will receive a feature-rich participant kit that includes :

- A comprehensive guidebook.
- Leadership Contract and Essentials, a resource book for leaders.
- A CD with printable versions of the tools introduced in the workshop.
- A program DVD with selected video from the workshop.
- Exclusive access to online resources for leaders, including the Leadership Contract implementation process.
- A “4 Imperatives” desktop puzzle to help leaders stay focused on the outcomes of great leadership.

Program Flow

Day 1

Foundation

- Whole Person Paradigm

Great leaders see people as whole body, heart, mind and spirit and work to unleash their full creative potential. Leaders unleash talent and capability by carrying out the 4 imperatives of Great leaders in a "whole person" way.

- Levels of Engagement
- 4 Imperatives of Leadership

Great Leaders not only see the world differently, they do things differently. Specifically, these skills can be defined as the 4 Imperatives critical, essential functions of great leaders that:

- Inspire trust
- Align Systems and work processes
- Clarify Purpose
- Unleash unique talent

Inspire Trust

- Core of Leadership
- Speed of Trust

Lunch

Inspire Trust

- LQ

The leadership process includes two Leadership Quotient (LQ) Reports. The first LQ is taken before attending the Leadership workshop, and the second LQ should be taken six months later. This second LQ is an opportunity for you to see how you have improved as a leader.

Clarify Purpose

- Clarify Team Purpose

Day 2

Clarify Purpose

- Job to be Done Analyser
- Strategic Link analyser
- Money Making Model
- Team Purpose Statement
- Vision

Align Systems

- Execution
- 4 Disciplines of Execution
- Discipline 1 Focus on the Wildly Important

Lunch

Align Systems

- Discipline 1 Act on Lead Measures

Day 3

Align Systems

- Discipline 2 Act on Lead Measures
- Discipline 3 Keep a compelling Scoreboard

Program Flow

Align Systems

- Discipline 4 Create a cadence of Accountability
- Talent

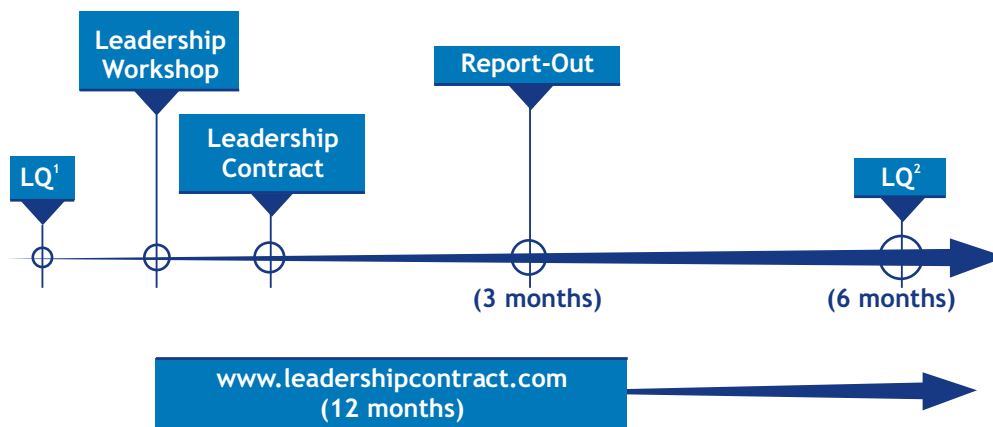
Lunch

- Core Work Processes
- Customer Feedback

Unleash Talent

- Voice
- Performance

- Clear the Path
- Action Planning : The Leadership contract has been designed to help you take the next steps on your journey toward becoming a great leader. You will be able to use Leadership Contract & Essentials to apply Leadership workshop learning's towards your organization. We have carefully selected a few key actions that will have the highest impact. In addition, you have the opportunity to identify other key actions acquired from your LQ data and based on your own judgment.



Moments of Truth

“ I am repeating this program after 40 days as it is so powerful and there is so much of learning. This program is extremely practical, implementable and extremely easy to understand. One leader should have these understandings and qualities where he can improve his business immediately.

After attending this program we have a clear purpose, a clear strategy, clear goals, our execution models have changed, the teams know what is the company doing and people are getting aligned. I'm learning about my own behaviors and the shortcomings of those behaviors.

You are not aware that as a leader what is expected from you so if you think that you are a Director of a company then it becomes a problem but if you think that you are a servant leader, it becomes easy.

The "Money-Making Model" by Ram Charan is an amazing process. It tells you how you can unleash the talent of your people, the execution process, it is just simply transforming. There is so much of data in this program, it is so practical that you can relate to any business anywhere.

I have done this program twice and people will be benefitted if they undergo this program. ”

Shailesh Saraf
Managing Director,
Dynamic Equities Pvt. Ltd.

“ Principle Centered Leadership is all about bringing transformation and greatness in the organisation through the most valued asset "Employee". This program made me go through change in my paradigm (mind set) and provided me skills and tools to implement these new paradigms.

The program emphasises the importance of having clear goals for each individual and aligning them with the organisation goal. A lot of tools are provided to implement the process of goal alignment of individual with the organisation in a manner that unleashes the potential of each employee.

As a leader I can use these tools to create trust with my employees and take their engagement to 'Creative Excitement' level. Case studies presented by way of videos were truly world-class and eye opener. ”

Pankaj Gupta
Head - Human Resources,
IFFCO-TOKIO GENERAL INSURANCE CO. LTD

“ Thanks for giving us the opportunity to attend PCLW in Bangalore.. got some great feedback from Ratna on the program (especially on Execution)

We had Sanjiv Prasad (Wachovia), Sameer Dhanrajani (Analytics) and Ratna attend this 5 day workshop. ”

Anamika Sahai
Human Resource Department,
GENPACT

Moments of Truth

“ This is a very Powerful Program and the takeaways are very significant in these 5 days. There are some significant actions and one thing that I would like to mention is that how much time do we spend on the "Wildly Important Goals" in our nature of business versus our learning list of things that we need to do.

I try to focus on the most important goals of the organization week on week not only myself but my entire team to take them through this concept.

The "Visual Score Card" brings in the accountability within the team and that everybody has a role to play for that one clear goal of Execution.

Ratnamala Rao
Vice President (Training),
GENPACT

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“ For me, the PCLW was a great opportunity to discover myself, understand the true dynamics of leadership that enables us to transform ourselves, our teams, our organization to be better than our competition, and sustain this differentiation going forward.

Vikram Singhal
Managing Director and Global Engineering Director,
Gulbrandsen Technologies (India) Pvt. Ltd.

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“ The training was extremely insightful - it definitely helps reading the works of the great leaders like Stephen Covey, Jack Welch, Ramcharan, but it's a unique and a superb learning experience when the facilitator drills down into the concepts and helps us to apply it in our actual workplace. It's like waking up once again to these invaluable concepts, experiencing them and opening up for introspection. It makes one pause to think.

Dr. Blaine Lee was inspirational, to say the least - he has facilitated me to find my voice and inspire others to find theirs.

Thanks to all of you for making this program available for us.

Partha Kar
Group Manager,
GPS India (Microsoft Global Support Center)

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