



LIVE SEMINAR

The Art of Leadership

for Managers, Supervisors and Aspiring Leaders



THIS SEMINAR AT A GLANCE:

- Today's approach to leadership vs. yesterday's leadership style — hot buttons, new issues and dramatic changes you should be aware of
- Tips to boost your creativity and outside-the-box thinking skills
- “Big picture” thinking — how to develop this critical leadership skill, even if you are more comfortable with day-to-day details
- The truth behind motivating and inspiring others — learn what it takes to get others to want to perform
- How to make the transition from successful manager, supervisor or “team player” to a leadership role
- As a leader, how to take on the roles of coach, mentor, cheerleader, educator and staunch supporter

The Art of Leadership

SEMINAR SUMMARY



What's the difference between a manager and a leader?

According to author Stephen R. Covey in *The 7 Habits of Highly Effective People*: "Management is doing things right; leadership is doing the right things."

Managers handle the details of day-to-day operations, but leaders must embrace the big picture and align the actions of their staff members with long-term departmental and organizational goals. Managers manage the actions, activities and performance of others. Leaders, however, lead others to use whatever unique gifts, skills or talents each possesses. They persuade, encourage, inspire and empower employees to perform at their best — willingly and enthusiastically.

The art of leadership is a balancing act. A good leader must know when to take control and when to let people make their own decisions, take risks and yes, even make mistakes. While instilling in colleagues the confidence, strength and self-esteem to act of their own volition, a good leader also offers the guidance, inspiration and motivation they need to stay on track and move forward.

Here's a sampling of what you'll learn:

- How to "communicate like a leader" — with vitality, integrity and confidence
- Techniques for developing your own personal leadership style based on your unique strengths, abilities and beliefs
- How to avoid certain mistakes, pitfalls and blunders common to new or inexperienced leaders
- Coaching and motivational tools to help you gain support and inspire the people you work with to attain greatness

PROGRAM AGENDA

The leader within you

Your leadership style is as unique as you are! Although all leaders share certain characteristics, every leader has a personal leadership style. Discover how best to tap into your leadership strengths, downplay your weaknesses and grow into your role as leader.

- Five traps that most managers fall into that prevent them from becoming good leaders
- Discover that "certain something" the best leaders have, and learn how to cultivate those qualities in yourself
- Surprising differences between managers and leaders — how to get out of the "manager's mindset" and think more like a leader
- Overcoming self-limiting behaviors that may be holding you back as a leader
- Where are you now as a leader? Where do you want to be? Unearth your natural leadership abilities and achieve your highest leadership goals!

Creativity — how to nurture and support it in others as well as in yourself

It's a fact: Good leaders are creative thinkers who encourage resourceful, inventive thinking in others as well. Discover simple ways to turn tried-and-true thinking upside down, look at problems from a fresh viewpoint and elicit creative thinking.

- Help your staffers flex their creative muscles and arrive at workable solutions from a different perspective
- Recognize and reward innovation — even outlandish ideas and "out-there" thinking
- How to get past "ownership" of your ideas and be willing to work with others to improve them
- Get out of the day-to-day grind and think outside the box . . . creative thinking techniques that will expand your company's horizons

Communication — a critical component of good leadership

Communication is the foundation of strong, solid leadership. It is through open, honest communication that you can earn the trust and respect of others, encourage cooperation and collaboration, promote ownership and responsibility and gain buy-in and commitment.

- Expert communication: The #1 skill all successful leaders share
- How to speak so others listen . . . and listen so others speak
- Managing your mouth: Do's and don'ts of "leader speak"
- Are you saying one thing with your mouth and another with your body? Master nonverbal techniques to convey your message as you intended
- How to give up on always being right and learn to just "let it go"
- Team, lead thyself: How successful leaders help others solve their own problems
- Great questions: The best way to get even the most reticent team members to contribute with enthusiasm

Inspiring, rewarding and motivating

Effective leaders excel at helping others reach their full potential. As a leader, it is up to you to offer support, encouragement, "cheerleading" and rewards to ensure that attitudes remain optimistic, commitment stays strong and the workplace environment continues to be a setting for high energy and positive action.

- Creative (and cost-effective!) techniques for rewarding teams and individuals, and celebrating success
- How to embrace failure as a part of risk-taking . . . and show your team how to learn from it
- How to develop a vision and get others to "see" it just as clearly as you do
- Motivational techniques to keep everyone involved and energized, day in and day out

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