



PERSONIFY  
LEADERSHIP®

At the heart  
of every  
high-performing  
organization is  
a strong leader.



## IT TAKES ALL YOU'VE GOT!

Leadership is not for the faint of heart. When others whine, you look for solutions. When others fail, you provide comfort and coaching. It takes all you've got, but the good news is you have what it takes. We don't believe leaders are born, we believe leaders are developed using the tools they were born with.

## WHAT MAKES THIS PROGRAM DIFFERENT?

### **Multi-method approach**

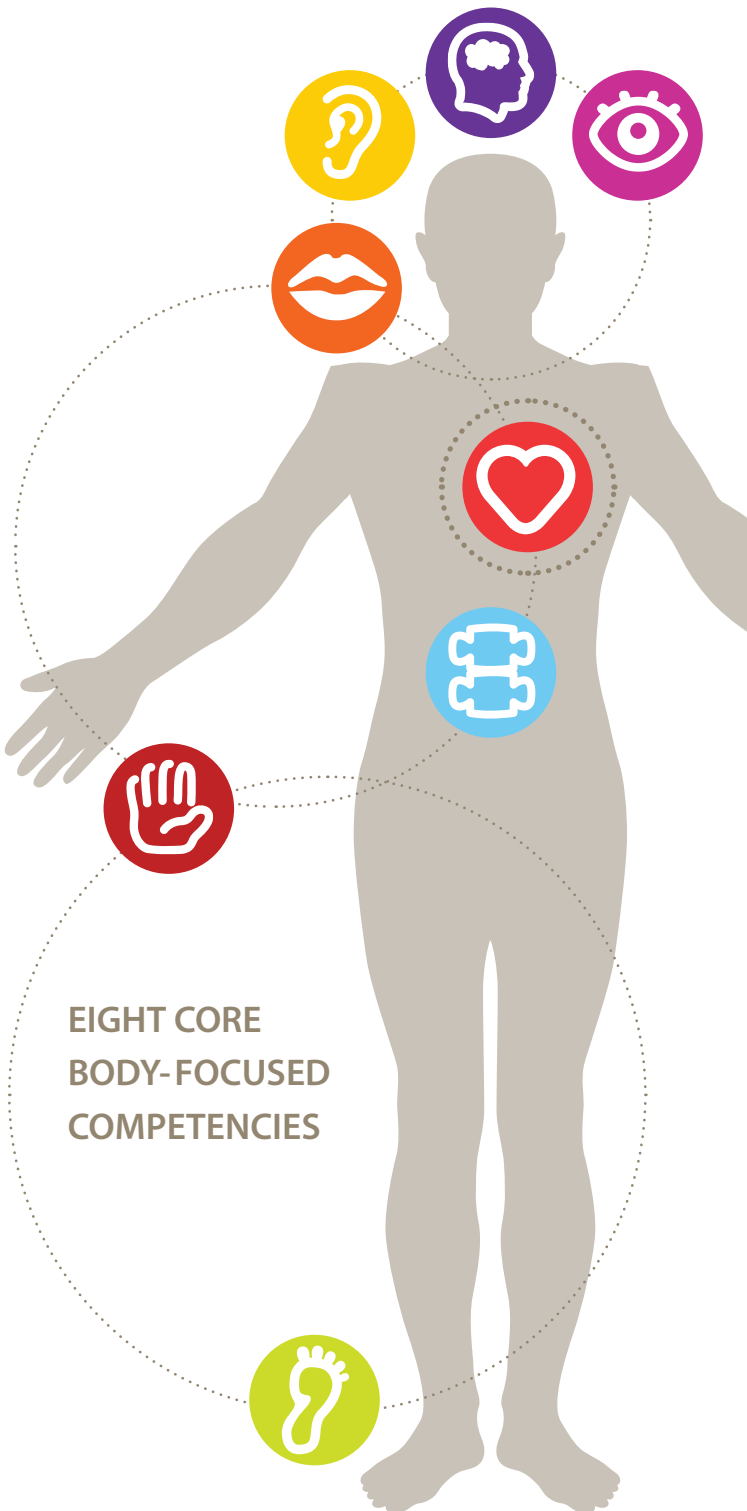
During this program you will be exposed to five learning methods: experiential simulations, video demonstrations, case studies, skills application and personal reflection.

### **Comprehensive**

Because leadership is so complex, you need a comprehensive tool box ready to go. When you complete this program, you will have tangible tools for real world application for a variety of situations.

### **Fun!**

Who says learning has to be "Death by PowerPoint"? You'll love the engaging, interactive nature of this program.



EIGHT CORE  
BODY-FOCUSED  
COMPETENCIES

## WHAT YOU CAN EXPECT

Personify Leadership is an engaging two-day, high intensity program providing comprehensive development for leaders in **eight core competencies** derived from our body-focused model.

During the two days with our expert facilitator:

- You won't sit long because our training is interactive and experiential
- You'll be exposed to ground breaking research in the field of leadership development
- You'll tackle real challenges leveraging new skills

## LEARNING OUTCOMES

Participants who go through the Personify Leadership program will be exposed to **eight core competencies** for leadership effectiveness that will help them to:

- Deepen their understanding of what it takes to be a leader
- Develop key skills and practical "how to's" for leading their workforce more effectively
- Gain a greater appreciation for their own strengths and development areas
- Experience a comprehensive and diverse approach to leadership



# Day 1



## THE HEART OF A LEADER

**Be a leader whose intention is to look out for the best interest of others**

1. Become aware of your signals and ensure they reflect your intention
2. Align your intention with the best interest of your team and organization
3. Build trust and respect with those you lead



## THE MIND OF A LEADER

**Be a leader who is emotionally resilient**

1. Understand the application of emotional resiliency in the workplace
2. Distinguish between too little, optimal and too much stress
3. Identify behaviors associated with stress in the workplace
4. Identify what is within your control, what you can influence, and what is out of your control



## THE EARS OF A LEADER

**Be a leader who truly listens to others**

1. Demonstrate an understanding of the 6 Interruptions to Listening
2. Identify the underlying intentions behind interruptions
3. Practice confirming and clarifying listening skills to ensure that another's message has been received as intended

AND



## THE VOICE OF A LEADER

**Be a leader who communicates a message that resonates with those who receive it**

1. Understand and apply basic principles of the sender and receiver communication model
2. Discover your DiSC style and how it influences your behavior and communication style
3. Adapt your behavior and communication to people with other styles

# Day 2



## THE HANDS OF A LEADER

**Be a leader who provides direction and support**

1. Identify obstacles and benefits to delegation and learn ways to overcome the delegation doom loop
2. Leverage delegation as a developmental process which includes a structured and well thought out delegation conversation
3. Apply the appropriate mode of delegation for the delegate, the project and the situation



## THE FEET OF A LEADER

**Be a leader who walks the talk**

1. Demonstrate an understanding of mirror neurons in leadership
2. Identify where we are choosing to be victims to the law of reciprocity rather than ending the cycle of not place nice
3. Demonstrate the ability to take personal accountability



## THE SPINE OF A LEADER

**Be a leader who is courageous in tough times**

1. Recognize the importance of managerial courage when faced with opposition, challenges and obstacles
2. Apply the Top, Middle, Bottom model to your organization and use it to better understand your relationships with others
3. Prepare for, and effectively conduct, a courageous conversation that you need to have with someone at work



## THE EYES OF A LEADER

**Be a leader who has a vision for the future**

1. Create a vision for success
2. Eliminate energy drains and other roadblocks to your success
3. Execute on your vision



## A DIFFERENT APPROACH TO CORE CONCEPTS

Personify Leadership is one of the most comprehensive development programs on the market today. Here are just some of the elements of our program that translate into on-the-job results.

- **Ease of Retention:** You want tools you can recall in a moment's notice. The body-focused model is not an accident- it is meant for everyone to remember.
- **Experiential Activities:** Real-time examples and hands-on learning allow you the opportunity to experience leadership rather than study leadership.
- **Research-based:** This program is based on years of research from professors, neuroscientists, theorists, and practitioners alike, consolidated into a format that is easy to understand and apply for adult learners.
- **Video Demonstrations:** Sometimes it's nice to "see" someone in action. Video demonstrations will help you to connect concepts to application.

- **Case Studies:** Leaders want to know how this stuff applies in the real world. You'll work through various case studies based on real scenarios (names changed to protect the innocent!) to assist in the transfer of knowledge into application.
- **Group Discussion:** Through group discussions, you'll have the opportunity to share your expertise as well as learn from others.
- **Personal Reflection:** You will have the opportunity to apply what you have learned to your own situation for increased self-awareness and improvement.
- **Fun:** You'll have the chance to problem solve, collaborate, compete and challenge each other in exciting, hands-on activities.

We know there are programs out there that provide some of these elements, but there are few that do it all and bring it together the way we do.

Personify Leadership is a different approach to core concepts . We invite you to see for yourself!



## FREQUENTLY ASKED QUESTIONS ABOUT PERSONIFY LEADERSHIP

### Who is the target market for this program?

- Although these skills are applicable for all levels of leadership, the course material was designed specifically for frontline to mid-levels of leadership.
- Some organizations choose to leverage Personify Leadership as their core competency training and invite all leaders to attend to ensure consistency in language and skills throughout the organization.

### When and where is Personify Leadership offered?

- Personify Leadership hosts public workshops across the U.S throughout the year.
- Personify Leadership will also come onsite to a location of your choice and lead the program directly for your organization.
- We also certify trainers to deliver this program in-house or to their client base. Multiple opportunities for certification are available each year or you can arrange a private certification for your organization. If this approach appeals to your organization, please see information about our Train the Trainer program.

### Where can I go to register my team?

- You can visit us at [www.personifyleadership.com](http://www.personifyleadership.com) and click on the “Schedule” icon to find out more about registration for public workshops.
- If you’d like a direct engagement or for all other registration questions you can contact us at **1-800-495-5715** or email us at **[info@personifyleadership.com](mailto:info@personifyleadership.com)**

### How can we measure the success of this program?

- We have embedded ongoing development and coaching into the design of this program. Outside the classroom and back on the job we can provide tools for leaders to reinforce their learning so that you will see a return on your investment. We can provide a reaction survey and behavior change surveys for follow up and feedback.



## TRAIN THE TRAINER

Would you like to lead a fun, highly-interactive and comprehensive leadership development program for your organization? Are you someone who genuinely cares about helping others achieve their best? If so, we invite you to consider certification in Personify Leadership.

Personify Leadership is a two-day comprehensive leadership development program that can be broken down into six, two-hour modules and one four-hour module based on your organization's delivery preference. Train the Trainer candidates experience the two-day Personify Leadership program and then spend an additional two days learning how to successfully deliver the program to their customers and organization. Why consider a train the trainer program?

- **Modular approach:** While our program is designed as a two-day format we have accommodated the need to reduce the amount of consecutive time spent in the classroom. Trainers can deliver each of the body-focused modules independently, in sequence or out of sequence, depending on their development priorities and time constraints.
- **Network of expertise:** Our trainers are among some of the best in the world at delivering training and developing leaders. When you train with us you will be exposed to best practice methodology, information, resources and talent!

- **Tools in your tool bag:** Our training program is just the beginning! Once certified you'll continue to get tips and tools for facilitation, coaching and expanding the Personify Leadership model in your organization to reinforce learning.
- **Save on cost:** Unlike other programs where you walk away with some new skills, you will actually walk away with the ability to teach what you just learned. Once you go back to your organization, you can deliver this workshop to the staff again and again and in the method that makes the most sense for your culture.







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