

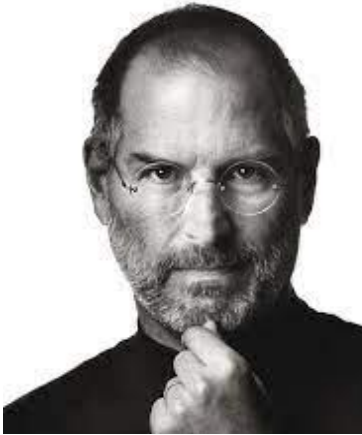


Leadership Basics

Quick Reference Card

What Makes a Good Leader?

Successful leaders often share certain characteristics like:



- ✓ **Confidence** in your abilities and your team
- ✓ **Decisiveness** even in the face of disagreement/uncertainty
- ✓ **Ability to delegate** tasks
- ✓ **Inspires and motivates** to perform the best
- ✓ **Honesty and integrity** to uphold high standards
- ✓ **Clear vision and strategy** for well-laid plan

5 Core Leadership Skills

Master effective **communication** for mutual understanding.

Harness **emotional intelligence** to strengthen team relations.

Make **strategic decisions** for clear direction.

Address conflicts to resolve disagreements.

Know **delegation essentials** to enhance productivity.



Importance of Employee Engagement

Engaged employees exhibit enthusiasm & commitment to go the extra mile:

- Build strong relationships
- Provide regular feedback
- Empower your team
- Align individual goals with organizational goals
- Promote work-life balance



Leadership Theories

Various theories have emerged, each offering distinct perspectives on what makes a leader effective.

Great Man Theory

Leaders are born, not made. During times of challenges, extraordinary individuals naturally rise & demonstrate exceptional leadership qualities.

Trait Theory

Suggests that individuals with traits, like confidence, ambition, & decisiveness, are more likely to become successful leaders.

Behavioral Theory

Leadership can be learned & developed through observation, experience, and practice.

Contingency Theory

Different situations require different leadership approaches.

Transformational Theory

Exceptional leaders inspire & motivate their followers to go beyond their self-interests for the collective good of the organization.

Servant Leadership Theory

Centers around leaders who prioritize the needs of their followers and strive to serve them selflessly.

Leadership in Innovation

Create an **open, failure-tolerant** culture that rewards innovation.

Provide your team with essential **resources** - time, money, or tools for creativity.

Foster a **diverse group** for varied perspectives and enhanced problem-solving.

Encourage **collaborative brainstorming** and idea sharing.

How to Motivate Teams

Motivation can be classified into **two main types**: intrinsic and extrinsic.

- **Intrinsic motivation** comes from internal factors and is driven by personal enjoyment, interest, and a sense of fulfillment.
- **Extrinsic motivation** stems from external factors like rewards, recognition, and punishment.

Motivation Strategies:

- Foster autonomy
- Offer rewards
- Encourage learning
- Celebrate achievements
- Provide meaningful work
- Promote a positive work atmosphere

Leadership Styles

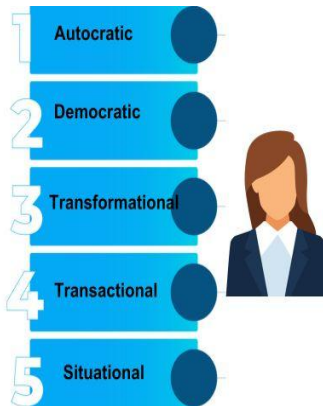
A single leader making all decisions without input or consultation from others.

Leaders encourage team members to participate in decision-making processes.

Leaders inspire and challenge their followers to be innovative and creative.

Leaders promote compliance by followers through both rewards and punishments.

Leader adapts their approach based on the situation, task, or team they are leading.



Coaching and Mentoring

Coaching

Structured process

Specific focus

Short-term

Task-oriented

Mentoring

More fluid process

Broad career focus

Long-term

Relationship-oriented

Cultivating Ethical Leadership

Ethical leadership involves setting a high standard for right behavior and leading with integrity and transparency.

Lead by Example: Show your commitment to ethical behavior in all your actions and decisions.

Promote Transparency: Be open about your decisions and the reasons behind them.

Encourage Ethical Behavior: Reward ethical behavior within your team and promote a culture where ethics are valued.

Provide Ethical Training: Everyone in your organization must understand what ethical behavior looks like and why it's important.

Incorporate Team Building

Team building is about creating a stronger, more cohesive team that communicates well, trusts each other, and works effectively towards shared goals.

1. **Regular Team Building Activities:** Start with a monthly game day or an annual off-site retreat.
2. **Diversify the Activities:** Like cross-functional projects, brainstorming sessions or innovation workshops, and team problem-solving sessions.
3. **Involve the Team in Planning:** Get input from your team on what types of activities they'd enjoy.

Staff Development Courses

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Customizable Courses

3,000 bite-sized skills, ready for use or personalization. SCORM-compatible.

Skill Assessments

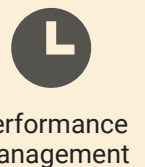
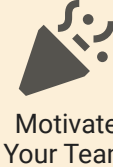
Pinpoint existing knowledge, spot deficiencies and measure improvement.

AI Course Builder

Create stunning courses with **AI-enhanced content**. Similar to Articulate Rise—but better!

LMS

A friendly, versatile learning platform your users will love.



Leadership and Staff Development Training

Are You:	CustomGuide:
Wanting to keep your team's skills sharp & up-to-date?	Advances your team's knowledge & experience with 100s of engaging workplace courses.
Challenged by productivity and collaboration issues?	Enhances communication skills & boosts productivity with courses designed for effective teamwork.
Seeking better ways to onboard new employees?	Streamlines your onboarding process, with clear, measurable outcomes.
Unsure about the skill levels of your team or job candidates?	Evaluate your team's expertise with precision with our Skill Assessments.

Master Skills, Not Just Courses

Motivate your team by showcasing their journey from novice to expert with **evident learning outcomes**.

Our customizable courses & skill assessments:

1. Evaluate over 3,000 job skills
2. Verify learning
3. Measure improvement

SKILLS	PRE-ASSESS	LESSON	POST-ASSESS	GROWTH
SMART Goals Verified Learning	25%		75%	50% Improvement
Specific	● Fail	● Complete	● Pass	
Measurable	● Pass	● Complete	● (Pass)	
Achievable	● Fail	● Complete	● Pass	
Relevant	● Fail	● Complete	● Fail	

Before Training After Training

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"Everyone is impressed with your features and ease of use. What a terrific product!"



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