

## Target audience

- Top managers in multinational groups
- Executive Committee members
- Senior executives in SMEs

## Pre-requisites

- There are no pre-requisites for this course

## Objectives

- Promote a leadership process that creates leaders
- Create a new world, shake up routines, make a difference and be different
- Involve your managers in the leadership process
- Develop your charisma

## On-the-job benefits

- Empower your staff – and especially your team and project managers – to succeed
- Get your ideas off the ground and inspire team members to take action
- Build up your credibility and authority
- Trust others and yourself

## Benefits for the company

- Create value by nurturing a solid intrapreneurial attitude and approach in your team members
- Practise what businesses often only preach about harnessing corporate intelligence
- Encourage team members to harness their initiative and assume responsibility in line with the company's values, strategic aims and operating guidelines

## Special features of this course

### Total Leadership Management: The three levers for leadership

Your **strategy**: the environment and rules that will help leaders emerge

Your **managerial drive** to spur leadership

Your **personal leadership** embodying the vision and its impact



### Leadership focused on results

- > Top automotive and high-tech firms, especially in the United States and Japan, have shown that the 'everyone a leader' principle works: more of their employees are becoming intrapreneurs, their labour-relations indicators are in the green, they innovate more and, perhaps most importantly, they are attracting new customers and retaining them
- > The Total Leadership Management method encapsulates these best practices. It empowers executives to roll out a leadership process in their company and to involve their managers to generate performance and sharpen the company's competitive edge

### Experience Total Leadership Management with three memorable highlights

#### The causes competition: "And the leader is ..."

*Shaking up routines and promoting change*

- > Choose a real-life challenge, turn it into a cause and get your team and project managers behind it

#### Building your leadership zone

*Involve managers and the Executive Committee in the leadership process:*

- > An intensive session to map out the action plan you will be using as soon as you get back to your office

#### Are your team and project managers behaving like leaders?

*Is leadership working in your company?*

- > Home in on one of the three options – 'lacking', a 'good network' and an 'efficient network' – and find out what to do in each case

