

MAXIMIZING YOUR LEADERSHIP POTENTIAL



Managing people and projects requires more than a new skillset. It requires leadership versatility.

SUCCEEDING AS A MANAGER REQUIRES A NEW SET OF SKILLS.

Frontline managers and first-level leaders must be able to deliver business results *with* and *through* other people, rather than relying on just their own individual contributions. Shifting focus from individual performance to team performance presents new challenges and requires new skills.

We're here to help. Maximizing Your Leadership Potential is an in-depth skill-building training for frontline and new leaders to grow their first-level manager effectiveness. Participants practice mastering the 4 key roles every leader must play: player, manager, coach, and leader — and how to choose the right role in the moment. Through coaching and experiential practice in a dynamic, peer-based learning environment, first-line leaders learn the skills they need to succeed and thrive.

At a Glance

Who Should Attend	First-level leaders and frontline managers of people & projects
Length	Intensive experience of 3 full days (in person) or 5 half days (online) within a 22-week learning journey
Class Size	28
Instructor / Participant Ratio	1:14
Format	In person or Live online
Locations & Pricing	Online Americas APAC EMEA



WHAT PARTICIPANTS LEARN

- How to leverage the 4 essential roles of leadership (player, manager, coach, leader) to improve leadership effectiveness
- Strategies to increase performance using the role of manager
- Influence tactics to maximize impact in the role of leader
- How to align intentions with impact to become a more effective communicator
- Techniques to deliver effective feedback, manage conflict, and influence others
- How personal strengths and weaknesses affect leadership styles

Learn the 4 Essential Roles of Leadership Successful Managers Must Play



PLAYER

Does the work to produce direct value



MANAGER

Directs the work to drive performance and problem-solving



COACH

Develops others to grow capabilities over time



LEADER

Inspires others within teams and organizations

CHALLENGES ADDRESSED

We understand the challenges faced by today's first-level managers, and this program tackles them head on:

- Managing people and competing priorities
- Establishing credibility when moving from peer to boss
- Influencing others with and without authority
- Building and developing engaged teams
- Increasing engagement and commitment among diverse groups and within challenging contexts





WHAT PARTICIPANTS SAY ABOUT MAXIMIZING YOUR LEADERSHIP POTENTIAL

98%

would recommend this
program to others

97%

have been able to apply
program lessons at work

95%

say they're more
effective as a leader

WHY CHOOSE OUR FIRST-LEVEL MANAGER TRAINING?

- Research-based content that focuses on the issues that matter most for frontline managers
- Highly personalized feedback using a variety of validated assessment tools and multiple coaching sessions
- Interactive, hands-on format utilizes experiential learning to prepare participants to take action back at work
- Follow-up individualized coaching and take-home tools support newly enhanced skills of influencing, giving and receiving feedback, communicating, and facilitating effective performance and developmental conversations



“This program provided a comprehensive look at how you can truly maximize your leadership potential. It helped me assess my role and contribution as a player, manager, coach, and leader. I feel more equipped to serve my team and organization in all 4 of those capacities and look forward to continual personal growth as I continue to reach my leadership potential.”

— Nicole Caliri, Manager of Talent & Organizational Development, Serco Inc.



PREPARING FOR THE PROGRAM: BEGIN THE JOURNEY (10 WEEKS AHEAD)

Prior to the live program, participants prepare for the experience by completing the required online pre-work. This includes inviting their 360-degree feedback raters, taking their self-assessments, and completing their micro-learning lessons. This preparation ensures maximum benefit from the program and supports personal and professional growth.

ENGAGING IN THE EXPERIENCE: PROGRAM AGENDA (3- OR 5-DAY INTENSIVE)

In-Person Format:

3 consecutive days

DAY 1	DAY 2	DAY 3
<i>Leadership Versatility & Role of Manager</i>	<i>Role of Coach & Role of Leader</i>	<i>Making Your Leadership Happen</i>

Live Online Format:

4 hours each day

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
<i>Leadership Versatility</i>	<i>Role of Manager</i>	<i>Role of Coach</i>	<i>Role of Leader</i>	<i>Making Your Leadership Happen</i>

APPLYING THE LEARNING: LIVE YOUR STORY (12 WEEKS AFTER)

Following the intensive program experience, learning support continues. Participants receive 3 personalized follow-up coaching sessions to reinforce lasting behavior change; have opportunities to reconnect with program peers; and get access to toolkits, job aids, and other resources to help them understand their 360 feedback data, plan their next steps, and sustain their learning.

How to get in touch

Leaders need support to succeed.
We're here to provide it.

Give us a call at +1 336 545 2810
or visit ccl.org/MLP

