

# 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

<b>Who Should Attend</b>	First-level leaders and frontline managers of people & projects
<b>Length</b>	20-hour intensive, within a 5-month journey
<b>Class Size</b>	28
<b>Instructor / Participant Ratio</b>	1:14
<b>Format</b>	In person or Live online
<b>Locations &amp; Pricing</b>	<a href="#">Online</a> <a href="#">Americas</a> <a href="#">APAC</a> <a href="#">EMEA</a>



## 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





## 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

## 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



**“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.



## PHASE 1: BEGIN THE LEARNING

### Preparing a Foundation for Lasting Impact

In the 2 months leading up to the program intensive, participants prepare for the experience by engaging in required online coursework. 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.

## PHASE 2: FOCUS THE LEARNING

### Engaging in the Program Intensive

#### In-Person Format:

2.5 days

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

#### Live Online Format:

5 half days

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>

## PHASE 3: APPLY THE LEARNING

### The Next Chapter

Following the program intensive, participants continue to receive support for their development, including 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](https://ccl.org/MLP)

