

FranklinCovey

The 4 Essential Roles of LEADERSHIP™

Transforms Good Leaders into Great Leaders

> ***The workshop will redefine the role of leadership in the new era and provide participants with high-leverage mindset, skillset and toolset of great leaders.***

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A FRAMEWORK FOR SUCCESS FOR LEADERS EVERYWHERE

CHALLENGES

Today's Leadership Crisis

The world is changing at an unprecedented pace. Everyday leaders are making countless decisions and facing problems they have never encountered before. There are four key dilemmas with which organizations and leaders are dealing:

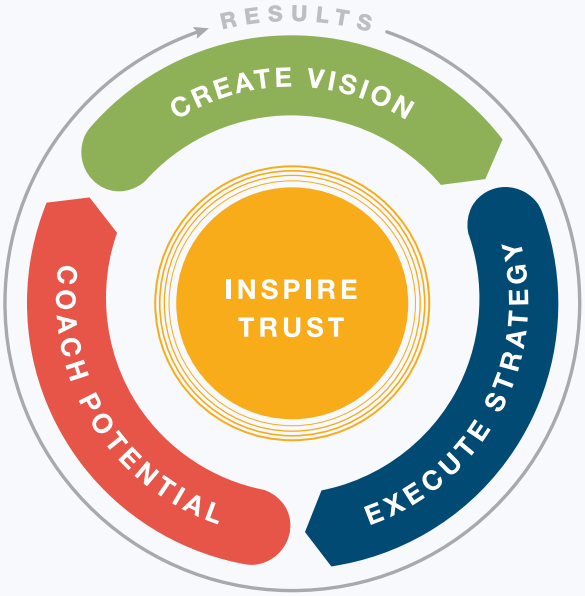
- ***Trust in leaders at historic lows:*** Just when the payoff for trust was never higher, we have wary customers, hesitant partners, a cynical public, and suspicious employees.
- ***The inadequacy of communicating vision to all levels:*** Leaders may have a strategic vision for their organization, but they are not fully aware of the significance of communicating clearly that vision to all levels and make no efforts to inspire their employees to live with the vision and proactively set their goals aligned with the organizational vision.
- ***Strategic uncertainty:*** Challenges that once took years to materialize now arise overnight; competitive advantages vanish, governments vie for capital and talent; and hyper-paced technological change means that someone on the other side of the world just turned your business on its head.
- ***The war for talent:*** Just when the right idea can change an industry, knowledge and creativity are at a premium - and totally mobile. People no longer satisfied with just showing up want to make a difference. The best people hire their employers, not the other way around. And the contribution they can make is more motivating than their paycheck.

SOLUTION

With an in-depth understanding, FranklinCovey has studied and developed a special training solution which helps to enhance greatness, competencies for leaders in order to lead themselves and the teams overcome today's challenges toward outstanding. This program is called ***"The 4 Essential Roles of Leadership"***.

FranklinCovey is the global leader in the areas of leadership development and culture creation. ***"The 4 Essential Roles of Leadership"*** *is a world-class and signature program of FranklinCovey, specifically designed for senior leaders.*

"THE 4 ESSENTIAL ROLES OF LEADERSHIP" MODEL



MEET THE 4 ESSENTIAL ROLES OF LEADERSHIP

Even in the most turbulent times, there are four roles leaders play that are highly predictive of success. We call them **essential**, because as leaders consciously lead themselves and their teams in alignment with these roles, they lay the foundation for effective leadership.



THE 4 ESSENTIAL ROLES ARE:

1. **Inspire Trust:** Be the credible leader others choose to follow - one with both character and competence.
2. **Create Vision:** Clearly define where your team is going and how they are going to get there.
3. **Execute Strategy:** Consistently achieve results with and through others using disciplined processes.
4. **Coach Potential:** Unleash the ability of each person on your team to improve performance, solve problems, and grow their careers.

THE RESEARCH AND THE SOLUTION

FranklinCovey spent more than two years learning what organizations and businesses need from their leaders today and in the future. We discovered that these organizations and businesses needed leaders who could:

- Help people understand their roles and believe in what they do.
- Think BIG and adapt quickly.
- Translate strategy into meaningful work.
- Coach people to a higher performance.

The 4 Essential Roles develop leaders who can master these skills consistently, within FranklinCovey's unique framework that focuses on developing who a leader is as well as what a leader does.

ROLE	OUTCOME/OBJECTIVE
Inspire Trust	Trust starts with a leader's own character and competence - the credibility that allows leaders to intentionally build a culture of trust.
Create Vision	Effective leaders create a shared vision and strategy, and communicate it so powerfully that others join them on the journey
Execute Strategy	Leaders must not only think big, but also execute their vision and strategy all the way through to completion, with and through others.
Coach Potential	Effective leaders develop the leadership potential in others and improve performance through consistent feedback and coaching.

DELIVERY OPTIONS

"The 4 Essential Roles of Leadership" program can be delivered in either of the following options:

- **Public Workshop:** A special learning experience for individuals or groups from different organizations. Workshops are offered on a fixed schedule and at a suitable venue by FranklinCovey Vietnam.
- **In-house Workshop:** Exclusive training for your organization with standard content (Standard Program). Or exclusive training for your organization with tailored content to fit your needs (Customized Program).

DURATION & LANGUAGE

- **Duration:** 2-day work sessions and 6-month application process.
- **Language:** English or Vietnamese.



TRAINING & LEARNING PROCESS

PREPARE	LEARN & PRACTICE	APPLY
• Self-Assessment	• Leadership workshop	• Implementation Plan • Leadership Reassessment

PREPARE & ASSESSMENT (before the course)

This preparation will give participants the opportunity to have a deep reflection about their current leadership ability from a multi-dimensional assessment of specific aspects as well as prepare ideas to join the course more effectively. Preparation will include:

- Prework
- 360 or Self-Assessment

LEARN & PRACTICE (in 02 days)

02 days of intensive learning will help participants learn The 4 Essential Roles Model, based on the outstanding ideas of the world's leading management thinkers on leadership development through world-class videos capturing several best-practices of leaders around the world.

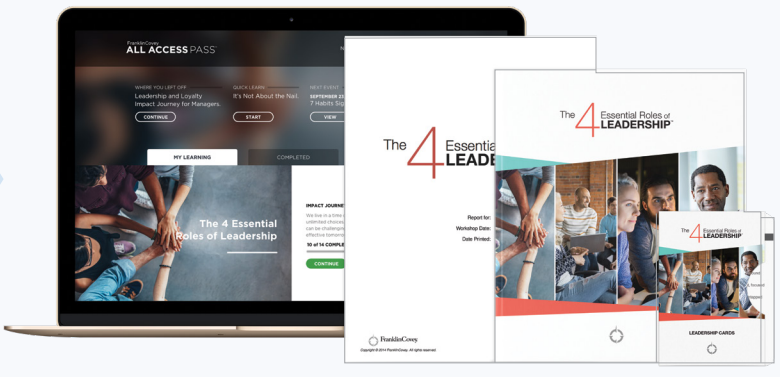
APPLY (after the course)

In order to "live" with the knowledge acquired during the two days of intensive study, participants will dive in the practical phase of the **"Implementation Plan"** to apply the program's mindset, tools, etc. into leadership practice, through suggestions, guide of establishing action, plans and implementation of essential roles in a real work environment.

Participants will attend the **Leadership Reassessment** 6 months after the training program. This assessment will allow participants to remeasure their leadership development level after applying the mindsets, tools and skills... learned & practiced as well as help participants continue to improve their leadership capacity.

PARTICIPANT KIT

- 360 or Self-Assessment
- Participant Workbook
- Implementation Plan
- Leadership cards





The missing piece between strategy and technology.



Today's organizations largely have access to the same data, technology, and management systems. The tools that once differentiated companies are now widely available and rapidly replicated. So, when strategies fail, it's not because of the plan or the tech. It's because of human capability.

FranklinCovey

FranklinCovey is the world leader in leadership development and cultural transformation with life-changing & timeless contents and impactful way of learning.

With the mission *"We Enable Greatness in People and Organizations Everywhere"*, FranklinCovey has been helping organizations develop exceptional leaders and winning cultures through training, consulting, and coaching. We are serving clients in more than 160 countries, including 75% of The Fortune 500.

FranklinCovey Vietnam (a member of PACE) is the exclusive partner in providing FranklinCovey's solutions for enterprises in Vietnam.

Our vision is to profoundly impact the way billions of people throughout the world live, work, and achieve their own great purposes.

OUR SIGNATURE SOLUTIONS

The solutions are built on universal values and principles, helping leaders at all levels develop leadership capabilities and transform their own cultures.

- The 7 Habits of Highly Effective People
- Leading at the Speed of Trust
- The 4 Essential Roles of Leadership™ — Transforms Good Leaders into Great Leaders
- 6 Critical Practices for Leading a Team®
- Liz Wiseman's Multipliers® — How the Best Leaders Ignite Everyone's Intelligence
- Inclusive Leadership
- Change — How to Turn Uncertainty Into Opportunity
- The 5 Choices™ to extraordinary productivity
- Project Management for the Unofficial Project Manager™
- Leading Customer Loyalty™
- Unconscious Bias™
- The 4 Disciplines of Execution

DEVELOP YOUR LEADERS	BUILD A WINNING CULTURE	CREATE BREAKTHROUGH RESULTS

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