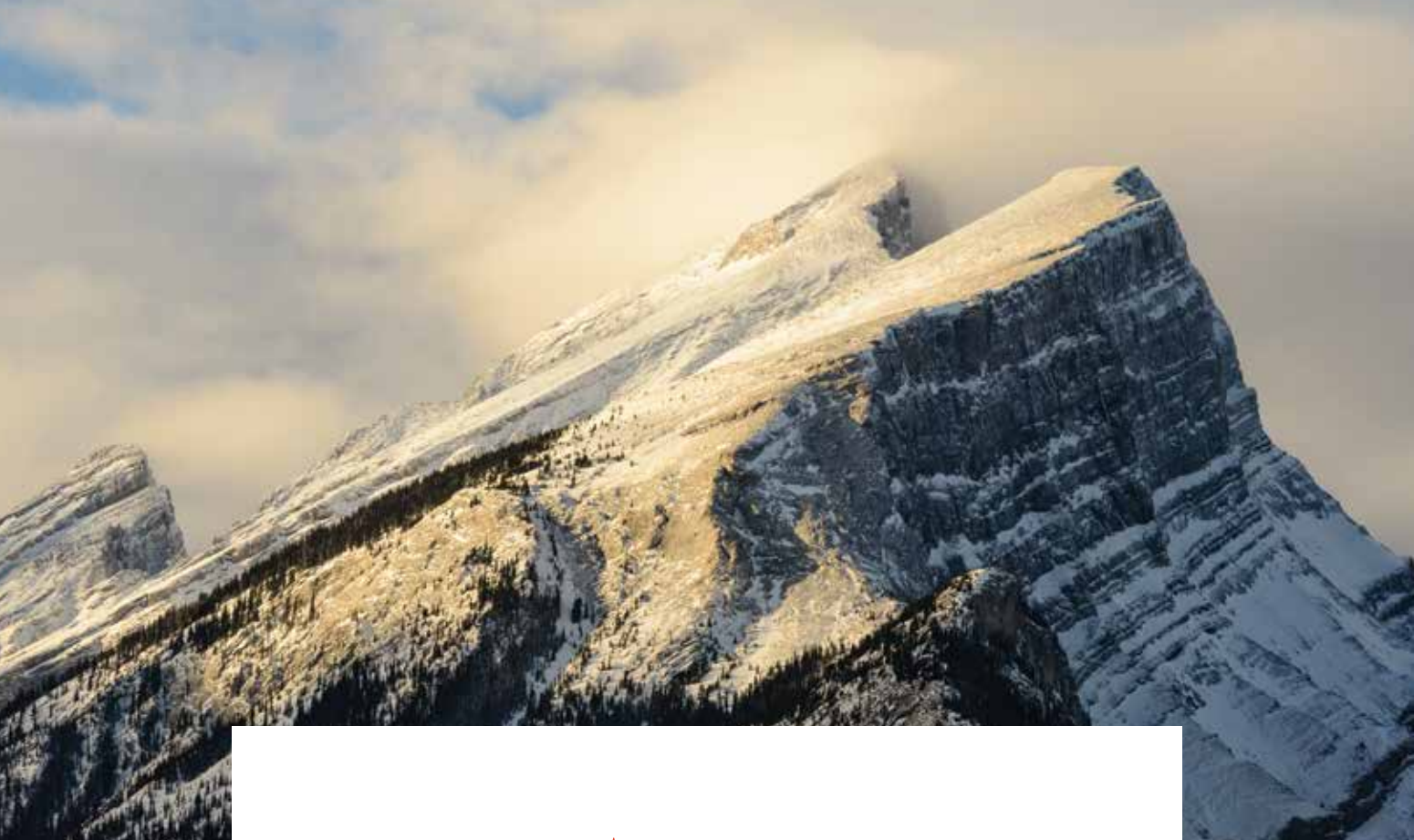




# PRO<sup>ACTIVE</sup><sup>™</sup> LEADERSHIP

New Leadership Spirit for New Era

This special program is the optimal solution for leaders who want to develop proactive leadership and are searching for a leadership model of the future.



**FranklinCovey**

FranklinCovey is the world leader in helping organizations achieve **greatness** and **sustainable results** that require lasting changes in human behaviors. Our expertise focuses on six crucial elements of a great organization: *Great Leaders, Effective People, Trusted Brands, Superior Sales, Excellent Execution, and Winning Culture.*







# PROACTIVE™ LEADERSHIP

New Leadership Spirit for New Era

## FROM THE NEW ERA'S CHALLENGES IN CORPORATE MANAGEMENT ...

To successfully lead an organization in the Knowledge Economy and Digital Age is increasingly challenging. The unpredictable, risky and complex Fourth Industrial Revolution has substantially impacted corporate structures in both breadth and depth. This reality compels today's leaders to develop new competencies to foresee, lead and create strategic changes in management and leadership approach in their organizations.

Whether an organization can become successful and sustain its success depends first on the "proactive leadership" of its top leader and leadership team. That explains why every leader is searching for the solutions to the two dilemmas:

- What is the right leadership spirit which I should have in this era?
- How to spread out that spirit in my entire organization?

To answer these two crucial questions, we need to find out the solutions to the two chronic challenges of today's leaders: (1) They have not fully been aware of and able to unleash their own leadership talents. (2) They tend to control their team members instead of empowering their employees to lead themselves and maximize their potential.

The underlying cause of these two chronic leadership challenges is the leader's unawareness of the Whole-Person Paradigm to unleash the internal strength of each individual in their organization, which will result in a highly effective team. Accordingly, the leader must see the organization as an "ecosystem" rather than "machine" and individuals as a whole person with "Body, Mind, Heart, Spirit" rather than "a tool".

Especially in the context of the Knowledge Economy and Digital Age, the greatest asset of a business is not technology or finance but the potential and strength of teams, the role of the leader thus becomes clearer and more important than ever!

The leaders of the 4.0 Era need to redefine the concept of leadership, rethink the leadership spirit, and be well-equipped with new models, mindsets, skillsets and toolsets to pioneer in creating an organization with the capacity ready to win.

## ... TO THE "PROACTIVE LEADERSHIP" SOLUTION

In this new era and with the new "Whole-person Paradigm", the world is shifting to a new management approach, namely "Management by Self-management", "Management by Culture" or "Management without Control". And this new management approach is the future of management and the key solution to the chronic challenges of today's leaders.

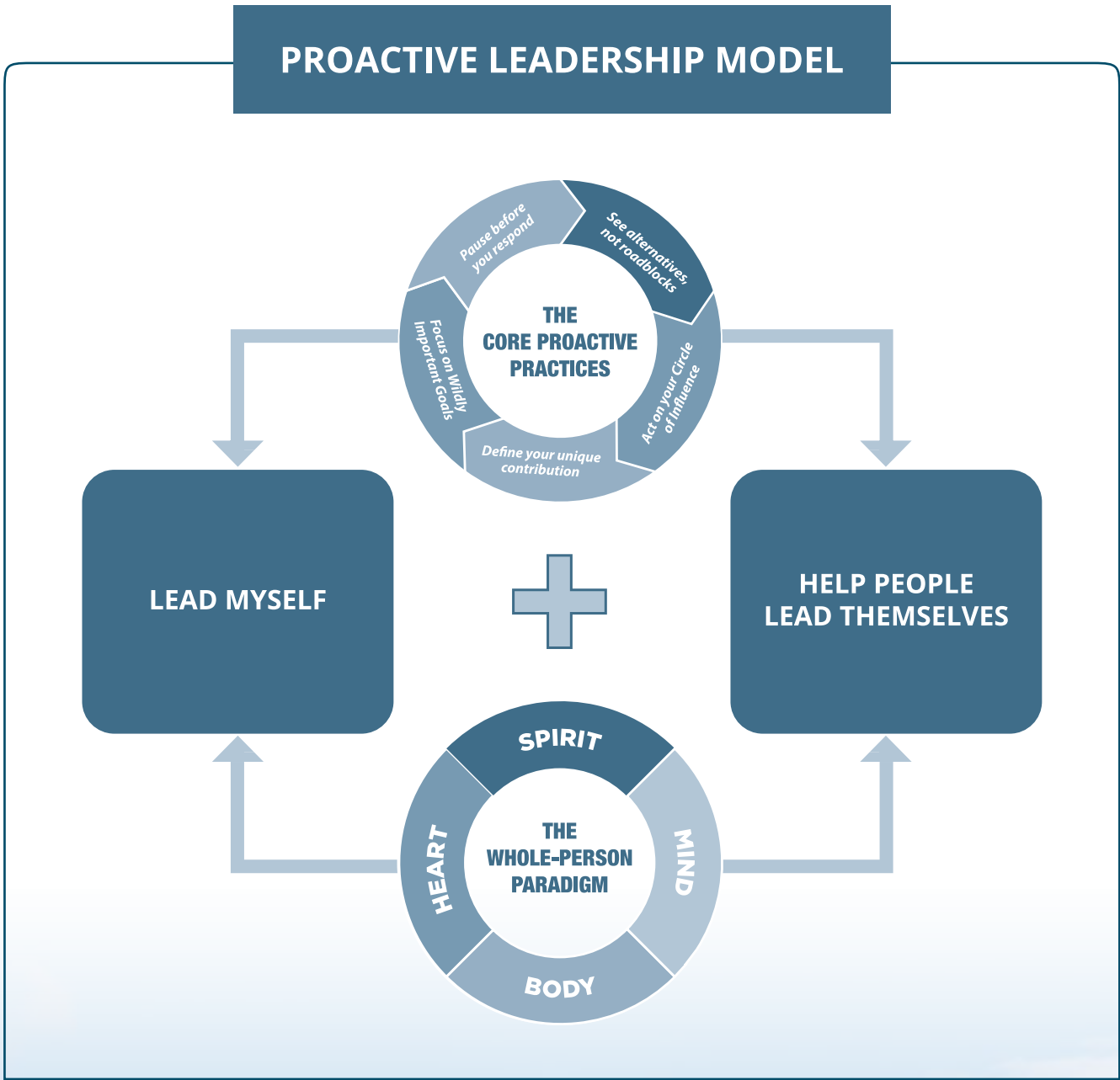
Taking the new situation into account and deeply beware of the "management trend of the future", FranklinCovey - the world's leading organization in helping its partners achieve greatness and results - has designed the special training program "Proactive Leadership".

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The purpose is to provide leaders with the "Proactive Leadership" model and a solution fully comprising Mindsets, Skillsets & Toolsets for them to know how to not only develop their own "proactive leadership" but also build it in their entire organization.

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# Proactive Leadership Model



*"Great leaders see people as whole - Body, Heart, Mind, and Spirit - and work to unleash their full creative potential."*

- FranklinCovey

COURSE OBJECTIVES

The solution aims to help managers and leaders:

- Gain insights into what Proactive Leadership is and how to become a Proactive Leader.
- Develop a Culture of Proactive Leadership and Proactive Teams based on the Whole-Person Paradigm and the Core Proactive Practices.

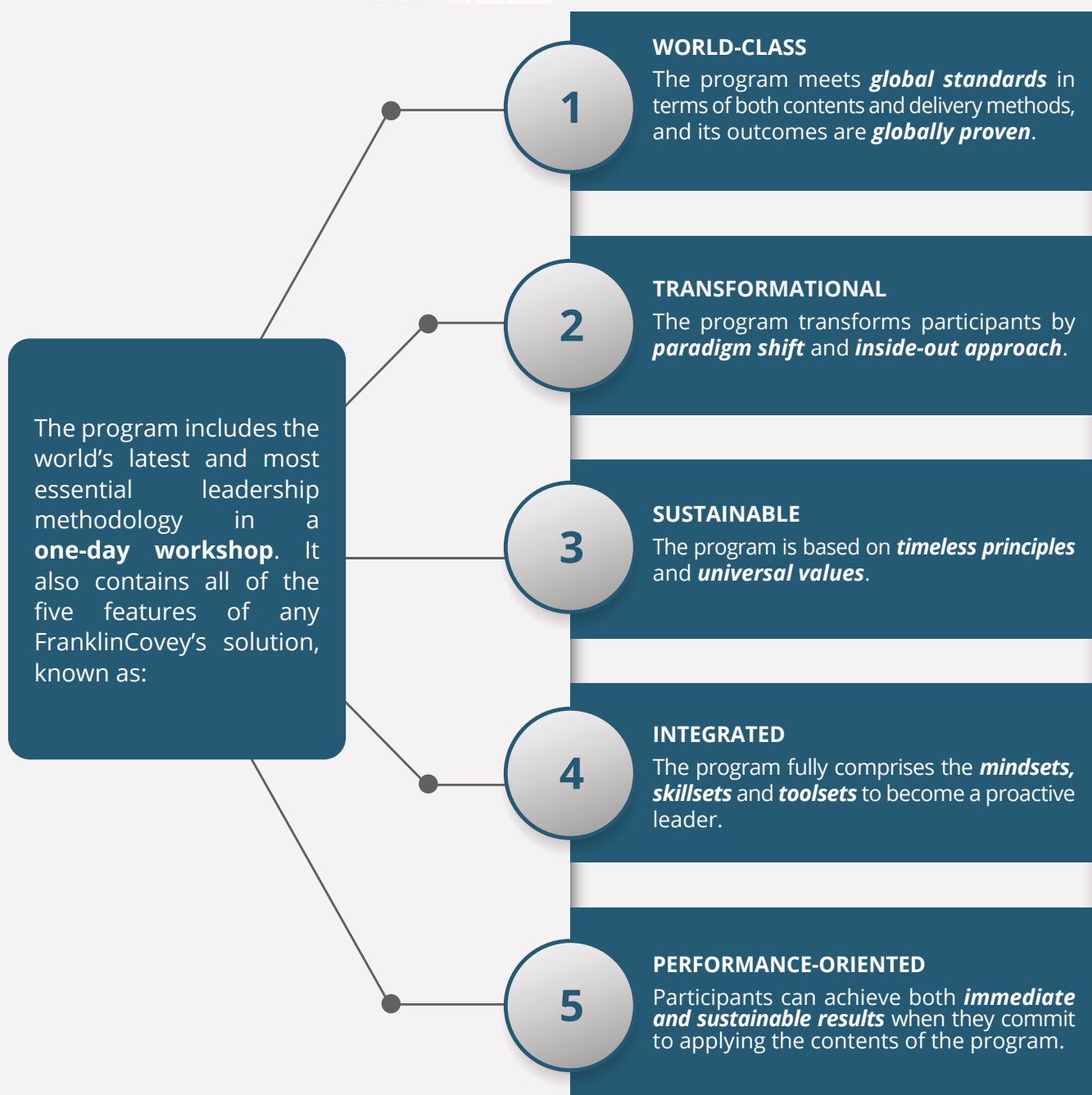
COURSE PARTICIPANTS

- Top leaders and managers at all levels who want to update themselves and leadership team with the world’s essence of leadership, build self-management competencies and a self-operating system for their organization.
- HR directors and managers who want to learn about a new leadership model to consult with their senior leaders in the selction of a leadership approach for the future to maximize their organization’s potential and achieve fast and sustainable growth.

COURSE OUTLINE

| SESSION                                                | PARTICIPANTS WILL BE ABLE TO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Foundation of Proactive Leadership                     | <ul style="list-style-type: none"><li>• Mediocre Leadership / Reactive Leadership: Identify two classic leadership mistakes:<ul style="list-style-type: none"><li>- They lead others before leading themselves</li><li>- They control people instead of helping them lead themselves</li></ul></li><li>• Proactive Leadership: Identify the methodology to transform yourself and your teams by shifting into two paradigms:<ul style="list-style-type: none"><li>- <b>Lead Myself:</b><ul style="list-style-type: none"><li>○ Carry Your Own Weather</li><li>○ I am the Creator of My Own Life</li></ul></li><li>- <b>Help People Lead Themselves:</b><ul style="list-style-type: none"><li>○ The Whole-Person (Body, Mind, Heart, Spirit)</li><li>○ Unleashing the “Whole-Person” towards the inspiring and worthwhile goals</li></ul></li></ul></li></ul> |
| Practice 1:<br><i>Pause Before You Respond</i>         | <ul style="list-style-type: none"><li>• Pause to allow yourself the freedom to choose your response to a stimulus based on principles and desired results.</li><li>• Fully resume the responsibility for your actions.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Practice 2:<br><i>See Alternatives, not Roadblocks</i> | <ul style="list-style-type: none"><li>• Consistently apply proactive language and R &amp; I (resourcefulness and initiative) to break through barriers.</li><li>• Seek and leverage the hidden resources of which you have not ever thought.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Practice 3:<br><i>Act on Circle of Influence</i>       | <ul style="list-style-type: none"><li>• Act on what you can influence instead of what you have little control over to create changes, consequently expanding your Circle of Influence.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Practice 4:<br><i>Define Unique Contribution</i>       | <ul style="list-style-type: none"><li>• Define the highest and the best contribution you want to make in your current role.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Practice 5:<br><i>Focus on Wildly Important Goals</i>  | <ul style="list-style-type: none"><li>• Narrow the focus on a few critical organizational goals</li><li>• Help their team members to set their Wildly Important Goals aligned with their organization’s top priorities to achieve execution excellence.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

## PROGRAM FEATURES



## DELIVERY OPTIONS

This program can be delivered in either of the following options:

- **Public Workshop:** A special learning experience for individuals or groups from different organizations. Workshops or [LiveLearning](#) 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).



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.





DEVELOP YOUR LEADERS

ENGAGE YOUR PEOPLE

BUILD A WINNING CULTURE

EXECUTE YOUR STRATEGY

**PACE Building**

195-197 Nguyen Thai Binh Street  
Ben Thanh Ward, Ho Chi Minh City  
*(former District 1, Ho Chi Minh City)*

**PACE Building**

341 Nguyen Trai Street  
Cau Ong Lanh Ward, Ho Chi Minh City  
*(former District 1, Ho Chi Minh City)*

**Hanoi Office**

Coalimex Building (Floor 2)  
33 Trang Thi Street, Cua Nam Ward  
*(former Hoan Kiem District)*