

Seminar on

Get the Competitive Edge: Become a Discretionary Effort Leader

Date : 11 July 2019

Learning Objectives

Discretionary effort is the difference between the added value an employee can bring to a task versus the minimum effort required to get by or make do and still receive a paycheck. In many situations, whether or not team members freely give discretionary effort is a direct result of the relationship between themselves and their manager.

Attend this seminar and get the needed edge to establish solid relationships with employees and move them beyond a minimal effort to amazing contributions.

You will catapult your leadership career by learning how to:

- Earn the gift of discretionary effort on a regular basis from employees*
- Avoid a high employee churn rate*
- Keep the best and brightest engaged in company goals and objectives*
- Boost genuine and authentic employee engagement*
- Improve productivity, Inspire loyalty*
- Use the inclusion of ideas as a path to greater innovation*

Be a hero! Implement a discretionary effort initiative in your company and Keep top talent from walking out the door.



Areas Covered

- Become a Discretionary Effort Leader that employees choose to follow*
- Start a Discretionary Effort Initiative in your organization that can exponentially improve productivity*
- Improve employee engagement levels organically, not superficially*
- Turn employees into authentic contributors for a bright company future*
- Ensure a work environment where employees feel psychologically safe to surface the truth*
- Make your employees your competitive advantage*
- Catapult your leadership career*



This presentation details how earning the gift of discretionary effort is the distinguishing characteristic of 21st century leaders.

PRESENTED BY:

Karla Brandau is the CEO of Workplace Power Institute. As the author of “How to Earn the Gift of Discretionary Effort,” she is a prominent authority and thought leader on 21st century leadership. Her expertise includes how to change your organization with a discretionary effort initiative, how to become the leader people CHOOSE to follow, and how to increase your charisma.

Date : 11 July 2019

Time : 08 : 30 AM EST to 04 : 30 PM EST

Price: \$699

Seminar Description

As a leader, could you use an edge to distinguish yourself from others and turn your employees into your competitive advantage in the chaotic 21st-century marketplace? This seminar is a deep dive into how to become the leader people CHOOSE to follow, not HAVE to follow because of your place on the organizational chart.

This one-day of instruction gives you powerful insights into the constantly changing landscape of manager-to-employee interpersonal relationships and how you, as a discretionary effort leader, can improve the daily touch points with the individuals you manager. It is a comprehensive approach to the qualities that make you a charismatic leader with an engaging personality and deep leadership acumen.

Because of the plethora of characteristics employees bring to work with them every day, leadership is an art, not a science, requiring insight and the use of intuition. This seminar enhances both perceptions of needed leadership strategies and instincts to make decisions on successful courses of action. The seminar is based on the book, *How to Earn the Gift of Discretionary Effort*, by Karla Brandau and Douglas Ross. Each attendee receives a copy of the book.



Who Should Attend ?

Managers at all levels of the organization benefit from this instruction.

Vice President

Director, Office Manager

Plant Manager

General Manager

Marketing Manager

Sales Manager

Project Manager

IT Manager

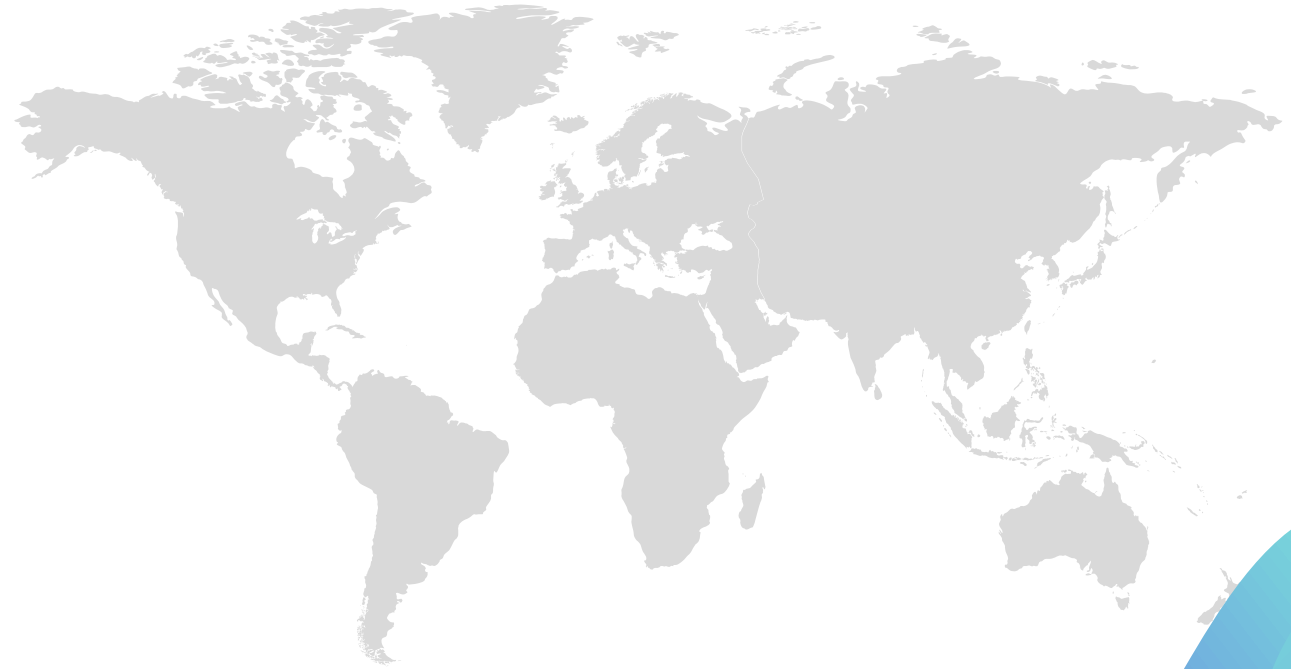
Service Manager

Accounting Manager

Human Resources Manager

Social Media Manager

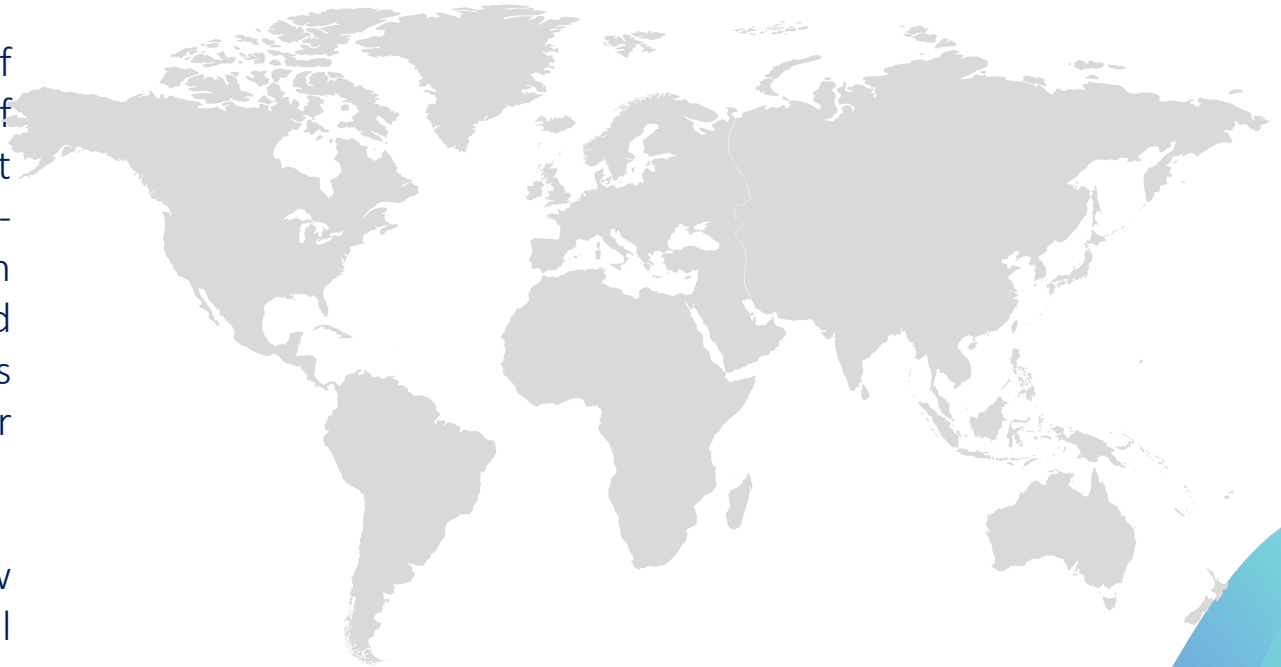
Team Lead, Supervisor



Why Should Attend ?

This presentation details how earning the gift of discretionary effort is the distinguishing characteristic of 21st century leaders. You will learn strategies that get employees to cooperate, collaborate, and bring their A-game to work every day. Following the principles, you can move your employees from only performing required tasks to keep their job to make significant contributions that result in increased profitability, superior customer service and economic sustainability for your company.

No matter how long you have been a manager or how many courses you have taken on leadership, you will benefit from this seminar. The material is fresh and new, built for managers who want to excel as 21st century leaders. It takes into account the diversity of employees, the fast-pace of the workplace as well as how to function in an often ambiguous and unpredictable work world.



Agenda – Day 1

REGISTRATIONS AND BREAKFAST - 8:30 AM TO 8:45 AM

SPEAKER AND PARTICIPANT INTRODUCTIONS - 8:45 AM TO 9:00 AM

AREAS COVERED - Earn the Gift.

Do you wonder why managers have to earn the gift of discretionary effort?
That question is answered in this module as you learn to:

- ✓ Define discretionary effort
- ✓ Distinguish the elements of discretionary effort and employee engagement
- ✓ Focus on the well-being of employees
- ✓ Enhance the employee experience
- ✓ Transform the social contract in your organization
- ✓ Make the connection between integrity and discretionary effort leadership
- ✓ Make inclusion part of the fabric of your culture



BREAK - 10:00 AM TO 10:15 AM

AREAS COVERED - Recognize and Reward Discretionary Effort.

As you recognize and reward discretionary effort, you create a multiplier effect in your organization. Learning includes how to extend social acceptance to employees, making it a pillar of your business.

You will learn to engage the heart and mind of employees by:

- ✓ Expanding the personal power of employees
- ✓ Recognizing that extending gratitude is a genius strategy
- ✓ Taking advantage of employee gifts and talents
- ✓ Gaining the emotional commitment of employees
- ✓ Valuing employees “as is” and helping them grow professionally
- ✓ Making employees partners in innovation



LUNCH - 12:00 PM TO 1:00 PM

AREAS COVERED - Refine Communication Skills to Increase Connection.

This module introduces you to predictable emotional stages employees experience as they go from onboarding to authentic contributors.

With this instruction, you are given insight into the often unpredictable and puzzling actions by employees. You receive a framework to deal with the emotional aspects of the work environment and to keep employees engaged, productive, and giving discretionary effort on a regular basis.

Critical learning elements include how to:

- ✓ Improve speech skills to pull people on board with your ideas
- ✓ Use the art of storytelling to engage cooperation and collaboration
- ✓ Practice fail-proof delegation and accountability techniques
- ✓ Avoid the danger of “instant certainty” and get to the bottom of issues
- ✓ Extend psychological safety to all employees
- ✓ Make the connection between integrity and discretionary effort leadership
- ✓ Permit employees to surface the truth



BREAK - 3:00 PM TO 3:15 PM

AREAS COVERED - Hone Personal Charisma and Confidence.

With the real help—not just theory—techniques taught in this module, you can create an authentic, captivating, compelling and influential presence. This is because it combines the fundamentals of confidence with the magic of charisma.

Implementing the principles taught will make you the leader people CHOOSE to follow, not HAVE to follow because you are the manager.

In this module, you will learn the nuances of charisma and how to:

- ✓ Identify personal charismatic qualities
- ✓ Demonstrate confidence
- ✓ Ignite enthusiasm in others
- ✓ Use body language to create rapport
- ✓ Value employees “as is” and helping them grow professionally
- ✓ Be authentic



FINAL QUESTIONS / COMMENTS - 4:15 PM TO 4:30 PM

These leadership success skills are portable. Once you learn them you can take them anywhere with you as you climb the ladder of success

Take the Challenge!

Gain the Competitive Edge!

Become a Discretionary Effort Leader and watch your circle of influence increase exponentially.

This program is mandatory for ongoing career success.

Add on an in-house company program / BRING A DISCRETIONARY EFFORT LEADERSHIP PROGRAM TO YOUR COMPANY

Invest in a solid future for your company – bring this program in-house and train every manager in the principles and techniques.

It can be customized to your learning environment, previous programs, and your unique objectives.

Blended learning approaches are available.



Add on an in-house company program / INCREASE TEAMWORK, COLLABORATION AND INNOVATION WITH AN ONSITE 4-QUADRANT PERSONALITY PROGRAM

After implementing a Discretionary Effort Leadership program in your company, add a 4-Quadrant Personality Program called Seeing Others with 20/20 Vision.

Complete with a personality assessment, this stunning program helps individuals understand their strengths and limitations and helps them make educated decisions on how to interact with others to improve interpersonal relationships.

Add on an in-house company program / PUT EVERY EMPLOYEE ON THE PATH TO GREATER PRODUCTIVITY WITH A TIME MANAGEMENT PROGRAM

Manage the Chaos, Pandemonium and Bedlam is a comprehensive time management program that is customized to your company culture and the way your employees work.

The instruction is paired with the technology tool of Microsoft Outlook and time management principles are infused into Outlook features, increasing the return on investment of your purchase of the software



To register please visit:

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