



Leadership Is More A State Of Mind Than A Level Of Intelligence!



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These are changing and challenging times, especially as a leader. As you know, people are different and they respond accordingly.

Your mission is to effectively manage your associates by not just showing the "how" and "what," but also explaining the "why." The secret today is taking the time to communicate the "whys" to get people to maximize their potential to be the best. That's what separates an ordinary leader from an extraordinary leader who is persuasive!

Allow our 50+ years of experience to go to work for you. Butler Learning Systems can develop and customize a leadership process with your input for synergistic results. Call me personally for a no obligation interview. You won't be disappointed.

Overcome These Leadership Challenges

Leaders Will Learn To:

- SELL, not tell, and explain the "why" to get acceptance and improve productivity.
- Develop emotional intelligence to lead team members for more action and effectiveness.
- Set the stage for innovation and creativity to continuously improve your operations.
- Apply the skills of Persuasive Leadership to achieve mission objectives and profitability.
- Develop people skills to complement technical skills, which motivate team members to synergistic action.
- Accept their inherent responsibility to be effective, results-oriented leaders.
- Apply the principles of Human Relations to build workable relationships and achieve team goals and expected profit.
- Deal with cultural changes to effectively survive global competition.
- Coach for high-performance to improve work habits and better quality of life.

The Best Players Or Top Performers Are Not Always The Best Managers Or Leaders

- Associates want leaders who inspire (team members) through example and positive persuasion.
- Leadership is still situational, but today leaders must SELL, not tell. They must sell the "why" of a situation and not just the "what" and "how."
- Leadership achieves the action needed to launch new products, develop innovative processes and provide better, more in-depth customer service.
- Finally, coaching, reinforcement and follow-up are what separate extraordinary from ordinary leaders.

Customize A Leadership Process For Your Culture!

Create and design your very own sales management summit or management/leadership conference around the time-tested and proven curriculum below. The following agenda is a suggested outline for three days of intensive, skill-driven and highly interactive leadership training. Build to your desire and integrate with your own strategic initiatives for acceptance and action.

Session 1 – Persuasive Leadership

- What do sales associates want from a persuasive leader?
- Management styles
- What is persuasive leadership?
- Empowerment
- Emotional intelligence vs. technical intelligence
- Leadership is a state of mind
- Core competencies of persuasive leaders
- Persuasive leadership process (Plans, Organizes, Leads, Communicates, Controls)

Session 2 – Interpersonal Skills

- Human relations – getting along with people
- You are the role model
- Motivation in action – people are different
- Provide the activators (Security, Appreciation, Growth)
- Use the indirect approach
- Sales communication
- Kinesics...nonverbal
- Active listening
- Habit Patterns – understanding personality styles

Session 3 – Leadership Skills

- 4 styles of leadership (Direct, Indirect, Participative, Democratic)
- Applying leadership styles
- Leader vs. manager
- Stepping stones of persuasive leadership
- Choose a model
- Leadership style assessment

Session 4 – High-Performance Coaching

- Job coaching
- Planning for coaching
- Identify informal coaching situations
- Job coaching procedures
- Coaching reps/associates role-play (sales/operations performance issue)
- Field coaching – pre-call debrief
- Field coaching form
- Field coaching role play (post call debrief)
- Plan of action – How to make coaching a part of daily activities

Session 5 – Time Management & Goal Setting

- Time-wasting activities
- Understanding work habits
- Overcoming procrastination
- Self-management analysis
- Time management analysis
- Effective time management practices
- Setting goals
- Put goals in writing
- Personal, family, work goals
- Helpful hints for setting goals

Session 6 – Planning & Decision Making

- Strategic planning
- SWOT analysis
- 6-step strategic planning process
- Operational planning
- Action-oriented planning
- Making decisions
- Action-oriented decisions

Session 7 – T.E.A.M. Building

- Climate of trust
- Teamwork means cooperation
- Stages of team development
- Team concepts and characteristics
- Why teams fail
- “Walk in the Park”

Session 8 – Persuasive Team Leader

- Managing conflicts
- What causes conflict?
- Resolving conflicts
- Conflict strategies (Accept, Avoid, Delay, Confront)
- Conflict prevention
- On-the-job politics
- Be the example
- Effective delegation
- 5 A's of project delegation (Analyze, Accept, Assign, Act, Assess)
- Project delegation form

Develop Team Leaders Who Accept Their Roles As Change Agents



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