



Where Transformation Begins

The PCM Transformational Leadership Course Overview



TRANSFORMATIONAL

LEADERSHIP

What are the foundations of leadership that we should build our enterprise organisations upon?

In a busied world, there are many leadership archetypes that are discussed, passed down, and developed within. Good and bad. At **SCARED SO WHAT** we've been in global hospitality leadership for over 25 years. Our goals within academia in building our Personal Change Management methodology allowed us to deep dive into the foundations of leadership and understand where people truly thrive and what types of leaders they thrive under. As a result, we've focused on the foundations upon which to build your leadership team and culture from to give you and your people the best inclusive start at achieving true transformations. Both personally, and professionally.

The foundations we will bring to you and your leadership team, along with supporting tools and methods are:

- **TRANSACTIONAL LEADERSHIP:** A methodology of “TELL” approach. I tell you what to do, and through assumption, you simply will follow. Some in this mode will also seek to take the credit for the work of their team members. (HIGH ATTRITION - LOW ENGAGEMENT)
- **TRANSFORMATIONAL LEADERSHIP:** A skillset and methodology whereby you embrace development, champion coaching, empowerment, and you lead by also doing. You're not afraid to give praise, recognition, and lead through vulnerability.
(LOW ATTRITION / HIGH PROMOTION OF TEAMS / HIGH ENGAGEMENT RATES)

HOW DO WE DO IT? >

This is a one-of-a-kind program allows people to learn inclusively how to uncover, instill, and embed the leadership foundations within themselves and your organisation.

A 2-day instructor led workshop either face-to-face or virtual to implement the foundations. (F2F Highly Preferred)

A blended leadership development program combining self-paced online learning with a two-day immersive workshop. It builds foundational understanding of Transactional (System of Tell) vs Transformational (System of Develop) leadership, equipping participants with the tools, mindsets, and reflective practices to lead lasting change.

Grounded in master's and PhD-level academic theory and practical work-based research, the program explores personal values, beliefs, and the core principles of coaching. It introduces the SCARED SO WHAT® model as a proven methodology for leading personal and organisational transformation.

TRANSFORMATIONAL

LEADERSHIP

In a world of many different leadership styles, what is the foundation you set for your organisation?

At **The PCM Company** not only are we pioneering Personal Change Management, but we go deeper into the foundations of leadership styles and ways to create a culture that is inclusive and transformative.

Our program features a 2-Day workshop to instill the knowledge on how to work in-between both of these foundations with a lean towards transformational as a base. We introduce critical reflection, coaching, change management, growth management, and set members up to have a broad foundation to build successful teams. This program continues with a 2-month work-based project whereby members put their leadership & coaching skillsets to work. It ends in certification after your review of members performance.



£1,995 Per Person (Includes workbooks)

Recommended group size not to exceed 5 - 15 members in one course.

**Endorsed and Certified
By:**

