

CTR FACTOR LEADERSHIP CERTIFICATE TALENT DEVELOPMENT

Description:

Leadership is traditionally regarded as tough terrain to master, with many heuristics and homilies, but few scientific principles. Most of these treatments of leadership miss the fundamental, counter-intuitive truth – great leaders don't lead. Instead, they get others to want to follow.

Leadership is the ultimate, magnificent act of free will on the part of those who follow, and the awesome, magical secret of great leaders is that they have figured out how to make that act happen consistently and predictably.

CTR Factor explores the science of gravitational leadership by examining the currencies that need to be earned (Credibility, Trust & Respect), assets that need to be built (Results, Relationships, & Resources), and investments that need to be made (Capabilities, Character, & Competencies).



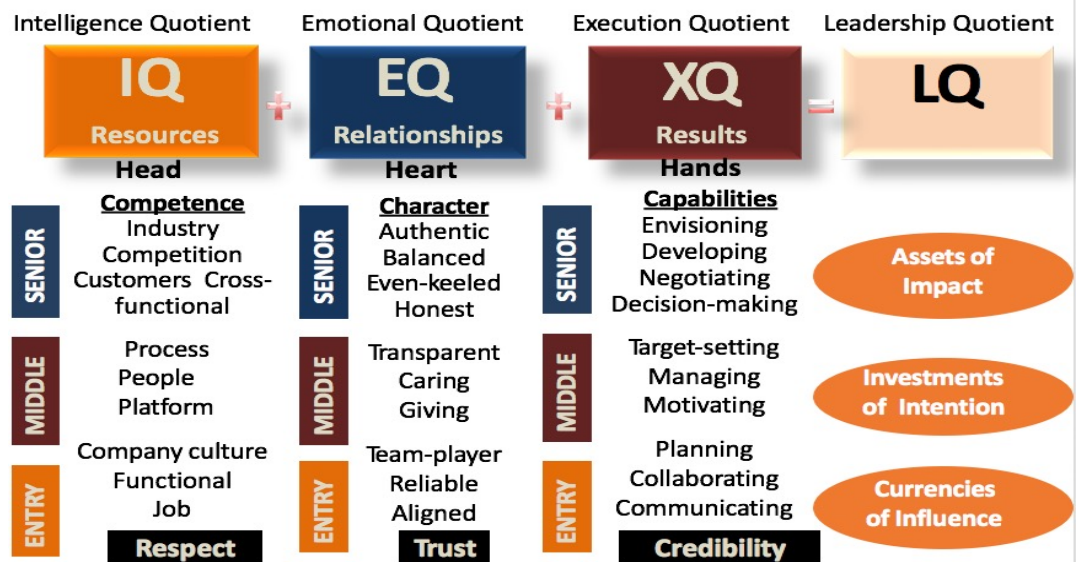
The greatest leaders in our lives have figured out how to get people to follow them voluntarily, predictably, and replicably. They have mastered the science of gravitational leadership.



Voluntary followership is earned through specific currencies of influence, assets of impact, and investments of intention. These factors determine our leadership quotient.



Through an engaging mix of insights, exercises, illustrations, activities, polls, and videos, this series will enable participants to understand, assess, and enhance their leadership quotient.



MODULE 1 - KEYNOTE SESSION / CTR FACTOR LEADERSHIP / TOP GUN: HOW HIGH IS YOUR LEADERSHIP QUOTIENT IN-PERSON FACILITATED, LIVE or INTERACTIVE RECORDED WEBINAR

This foundational module in the program takes audiences through the leadership journey, philosophy, and strategies associated with CTR Factor leadership. The greatest leaders in our lives have figured out how to get people to follow them voluntarily, predictably, and consistently. They have mastered the science of gravitational leadership. Voluntary followership is earned through specific currencies of influence, assets of impact, and investments of intention. These factors determine our leadership quotient.

This flagship keynote product from CTR Factor takes audiences on a fascinating personal leadership journey of experiential learning that transformed the speaker from line level to senior executive. The lessons learned along the way are woven into a radically different leadership model, and leveraged systematically and sequentially to derive specific leadership techniques that can be used the next day. Entertaining story-telling and insightful model-building at its scintillating best.

Learning Objectives:

- Understand the currencies of influence, assets of impact, and investments of intention needed to maximize our leadership quotient.
- Assess our individual leadership quotient based on the currencies of influence that we have earned from the people around us.
- Enhance our leadership quotient through specific strategies and techniques to earn the currencies the influence more effectively and efficiently.