

REALeadership™

6 Secrets For Leveraging Social Responsibility To Build An Organization That Thrives

Why Now?

There is world-wide pressure to change our “business-as-usual” model in order to create a sustainable value to ensure we’ll continue to thrive in the future.

Global surveys confirm:

- That both citizens and CEOs agree that business must do more to create a sustainable future.
- Employees feel more engaged and innovative when they work for ethical companies that both contribute to society and value their contributions.
- Consumers are looking for companies to operate at a higher standard and a brand’s citizenship reputation increasingly influences consumers’ buying decisions.

Leaders, employees and consumers are all asking for answers but the leadership thinking that brought us here is inadequate to deliver us from the environmental, human and economic threats to our future.

Overview

REALeadership Training is a two-day training program based on the REALeadership model of socially-strategic leadership. Using personal assessments, case studies and action learning on real projects participants will learn new skills to address the changing dynamics of today’s business model and help your organization sustain success.

This training offers a powerful force for driving your unique value advantage and engaging your workplace.

Who Should Attend

This training program is ideal for managers, supervisors and leaders, and front-line workers who want to use their unique knowledge and skills to contribute to creating organizational value that promotes workplace excellence, builds an engaged workforce, generates innovation and builds your brand reputation.

This program will forever expand the way employees create value and how amplifying their talent and energy contributes not only to your organization’s financial success, but also to their achieving both life and job satisfaction.

For more information or to schedule a program, please contact the REALeadership Alliance at: info@realeadership.com.

REALeadership Training will benefit your organization by teaching managers to lead in a new way that supports and sustains:

- A deepened commitment to organizational goals
- Engagement of employees’ full talent and focus
- Value innovation in creating, driving and supporting new ideas

REALeadership Training will benefit your employees by teaching them how to:

- Innovate sustainable solutions that transform your organization’s CSR efforts to sustainable value-creation
- Leverage employees’ innate design, desire and drive for greater commitment and productivity
- Apply a new leadership model to build relationships, overcome personal barriers and achieve goals.

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Have you ever wondered how some organizations seem to thrive, regardless of increased competition, changes in their industry or even the state of the economy?

In this workshop, participants will explore 6 secrets that will propel your organization, produce sustainable growth, and build your brand as a leader in innovation that benefits humanity.



Participants will learn how to apply these 6 secrets and:

- Pursue the right goal
- Ignite ethical innovation
- Engage employees' Greatest Total Value
- Build brand soul
- Take Responsibility to act now

REALeadership teaches new skills for today's leaders that allow them to:

- Make choices that eliminate any personal barriers to success
- Form coalitions to support change
- Identify new opportunities using both/and thinking
- Make a difference by applying the REALeadership model
- Determine how to express their Greatest Total Value and build a lasting Legacy

REALeadership arms leaders with the new knowledge necessary to succeed in today's business climate by defining and exploring topics such as:

- The business case for CSR
- 4 components of a CSR strategy
- G3 ethics
- 6 sources of unique value creation
- Brand insistence
- 5 steps to insight
- Personal design, desire, and drive

REALeadership provides the experiences so leaders will be able to:

- Innovate solutions that identify new profit centers and provide sustainable abundance
- Identify new opportunities that revolutionize your organization's CSR strategy
- Use the ACTION model to achieve goals
- Engage employees by leveraging their unique value
- Fulfill their Leadership Promise