

# Leadership Process



*The Leadership Process* introduces techniques that will enable managers to positively change and manage the behaviors of their teams on a daily and weekly basis. Managers leave the training with tools that result in increased revenues and increased client satisfaction. Techniques are supported by tip sheets and coaching tools that answer specific “how-to” questions regarding implementation of key concepts. The 9 techniques in the Leadership Process are:

- **Big Fives**

Big Fives convert vague concepts into tactically implementable actions and behaviors by engaging the team. The Big Five is one of the most powerful techniques to produce behavior change.

- **Rounds**

Rounds are a formal meeting using a panel of “experts” to help develop an action plan that addresses a specific problem or opportunity. The experts are selected based on their ability to help with the action plan in relation to the specific problem or opportunity.

- **Service Needs Analysis Profiles (SNAPs)**

SNAPs help to deliver a superior internal customer experience by clarifying internal customer needs, expectations, and preferences in a formal meeting using prepared interview questions. SNAPs can be conducted proactively on a regular schedule or reactively when a service failure or problem has occurred.





- **Scriptwriting Clinics**

Scriptwriting Clinics perfect anything involving verbal interaction. They produce the actual first-person wording that employees will personally use with clients or colleagues.

- **Objections Clinics**

Objections Clinics help create an interest in others, overcome their objections, and gain their commitment.

- **Proven Best Practices Cross-Pollination**

Proven Best Practices Cross Pollination involves identifying and communicating behaviors/actions that, if implemented by anyone, would greatly increase revenue or service quality.

- **Meetings**

The objective of Meetings is always to produce better service/sales results and increase performance output. Meetings must always have a functional purpose.

- **Briefings and Debriefings**

Briefings are used to motivate employees and get them ready for the day/week by providing the focus and ensuring they have their plans ready. Debriefings are used to get closure for the day's/week's activities and determine what should be done differently in the future.

- **Follow-Up and Feedback**

Follow-up and Feedback means following through on what employees are being asked to do and providing the employees with appropriate feedback. Consistent Follow-up and Feedback create accountability and increase motivation.

**Structure:**

The Leadership Process includes high-impact motion graphics video and interactive exercises organized into 9 techniques of approximately 30 minutes each. This format allows for flexibility in scheduling both the initial rollout and subsequent reinforcement training. The Leadership Process is supported by a comprehensive Leader's Guide, Participant Reference Sheets, and a DVD.

**Participants:**

Managers and senior managers, and all others with managerial responsibilities, including team leaders, can benefit from the Leadership Process. The program was produced before an audience of retail and commercial banking managers; however, the techniques are applicable to managers in any sales-and-service situation.