

# Extraordinary Leadership

## LEADERSHIP SOLUTIONS

*Extraordinary Leadership* teaches essential leadership principles and proven, practical and time-efficient techniques that enable managers to positively lead their team members in expanding and deepening member relationships.

The modular format of the program makes it easy to customize training content to meet the unique needs of the credit union and also provides tremendous flexibility in scheduling both initial training and subsequent skills reinforcement/refresher sessions.

Managers leave the training with proven leadership tools that they can immediately utilize to increase revenues as well as member and employee satisfaction. They learn not only What to do, but also How and Why to do it, including benefits to members, employees, managers, and the credit union. Techniques are supported by Tip Sheets and Coaching Tools that provide specific “how-to” steps for implementing key concepts.

The modules in *Extraordinary Leadership* are:

- **Introduction**

Familiarizes participants with fundamental principles that lay the groundwork for positively leading others to achieve and sustain desired outcomes.

- **Success Triangle<sup>SM</sup>**

Introduces the Success Triangle, a simple and highly effective diagnostic tool for analyzing individual and team performance.

- **The Big Five**

Explains the purpose and benefits of a Big Five Workshop, one of the most powerful techniques for engaging team members in converting vague concepts and “good ideas” into tactically implementable actions and results. Teaches the specific steps for conducting Big Five Workshops.

- **Vision**

Teaches participants the importance of creating a vision for their employees and themselves, and how to communicate and implement that vision.

- **Goals**

Explains the purpose and benefits of goals, the types of goals and their components, and the importance of clarifying and managing expectations.

- **Focused Performance Meetings**

Explains the purpose and benefits of Meetings. Teaches the specific steps for facilitating high-quality meetings that provide focus, fully engage team members, and generate commitments to achieve desired outcomes.

- **Follow-Up and Feedback**

Teaches the purpose and benefits of following up and providing feedback to team members. Explains the importance of pre-positioning follow-up, the three follow-up possibilities, and how to provide effective feedback.



- **Briefings and Debriefings**

Teaches the objectives and benefits of briefing and debriefing, and how to conduct effective briefings and debriefings. Briefings provide a few minutes at the beginning of the day to motivate your team with the focus for that day. Debriefings allow teams to explore their results/outcomes at the end of the day or week, in order to determine how the results were obtained and to uncover successes.

- **Scriptwriting Clinics and If/Then Clue Clinics**

Explains the benefits of Scriptwriting Clinics, which are designed to produce the first-person wording that team members can utilize in member and prospect conversations or that managers can utilize in employee conversations. Teaches the specific steps for conducting effective Scriptwriting Clinics.

- **Objections Clinics**

Explains the objectives and benefits of Objections Clinics, which are designed to produce the first-person wording that team members can utilize to overcome resistance that may arise during conversations they have with members and prospects, or that managers have with their team members. Teaches the specific steps for conducting effective Objections Clinics.

- **Rounds**

Explains the purpose and benefits of Rounds, which capitalize on the knowledge and experience of others to develop solutions. Teaches how to conduct Rounds and ways they can be applied, including advancing and closing opportunities in the pipeline, determining best recommendations for complex member situations, and retaining members.

- **Distance Management**

Teaches highly effective teleconferencing techniques to lead and manage teams when managers are not able to be physically present with team members.

- **Proven Best Practices Cross-Pollination**

Explains what Proven Best Practices actually are and how to identify, communicate, and cross-pollinate them to increase desired outcomes across the wider team or credit union.

- **Motivation**

Uses an engaging model to teach the key motivators (and de-motivators) that can lift the level of motivation for individuals and teams.

**Structure:**

*Extraordinary Leadership* includes high-impact video and numerous interactive skill-building exercises. It can be delivered in a traditional classroom setting, in a virtual classroom via **cbway**<sup>®</sup>, or on demand direct to a learner's desktop. This, together with the modular format of the solution, means that the credit union gets the proven content it needs, delivered when, where, and how it needs it, to build and sustain leadership capabilities. It makes it easy to quickly bring new-to-role managers on board as well as refresh and reinforce skills for current managers.

*Extraordinary Leadership* is supported by a Leader's Guide, a Workbook, Tip Sheets, Coaching Tools, and a DVD. It is also available via **cbway**.

**Participants:**

Managers at all levels, including senior managers, who are responsible for leading front-line teams in building member relationships will benefit from *Extraordinary Leadership*.

