



PROFESSIONAL DEVELOPMENT SERVICES

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# BECOMING AN EFFECTIVE LEADER

## How to Lead, *not Manage*, Your Employees to Success

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**Many businesses are still stranded in “the old days,” where there are no leaders, but instead managers who dictate and supervise their employees.**

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**T**he concept of leadership in today’s business world has taken a new direction in recent years. Some businesses have no leaders. They have managers who dictate and supervise employees. Today’s brand of leadership incorporates influence, inspiration, motivation, and persuasion techniques, which make room for infinite creativity, and challenged employees with a stake in the bottom line.

**T**his workshop will introduce you to leadership techniques you can incorporate in your business. We’ll start by laying the groundwork for what leadership really is, with the following topics:

- The myths you’ve probably heard about leadership
- The differences between managers and leaders
- The two types of leaders

**T**hen we’ll discuss the relationship between a leader and his or her staff, work group, or team, and delve into how you can make effective leadership part of your success. You’ll learn:

- The five practices of empowering leaders
- The five roles leaders can play and which three they should play
- The seven ways effective leaders communicate, both verbally and non-verbally
- The eight ways effective leaders influence others

**R**emember, it is by leading your employees that your organization will be prepared to succeed in the 21st century. So if you want to be ready for the challenge, this valuable workshop is for you!