



LIVE SEMINAR

# Creative Leadership



## THIS SEMINAR AT A GLANCE:

- Create a team environment that's supportive, productive and fun!
- Strengthen morale and keep employees satisfied
- Inspire employees to reach — and exceed — their potential
- Gain more credibility and respect from coworkers, colleagues and employees
- Eliminate negativity, lackluster work and poor attitudes from your team

### Who should attend?

- Managers and supervisors who have moved into a leadership role
- Team leaders responsible for the growth, development and performance of others
- Anyone who wants to expand personal career choices and step into a leadership role.

### Lighten up your leadership style

You're pulled in a million different directions, expected to get more done with less resources and are forced to cope with budget cuts, corporate crises, hiring and wage freezes and much more. These tough times call for creativity and innovation in leadership.

When you look at the big picture, leadership seems to be serious business — but should it be? The truth is, a fun, friendly, high-energy atmosphere at work definitely makes for happier employees. Employees work harder, are more productive and more likely to tap into their creativity to solve problems and come up with workable solutions when they are happy and feel valued by their organization.

Yes, creativity and leadership do go hand in hand. Great leaders don't have to be "creative" per se... but they have to be open to original ideas, innovative solutions and bold thinking. It also means working to bring out the best in others — praising jobs well done, offering encouragement when times are rough, establishing friendly supportive relationships and allowing people free reign to problem solve, make mistakes and get back on track.

#### Benefits of this program:

In one-day of lightning-paced, high-energy training, you'll learn techniques for turbo-charging your leadership skills and getting employees on track for super performance.

- Learn how to support an environment of creativity, innovation and passion regardless of what type of company you work for
- Identify once and for all what people need from their leaders and exactly how to give it to them
- Discover new ideas for motivating your best talent to continue performing at the top of their game
- Give less-than-stellar performers the encouragement they need to really shine
- Explore ways to tap into your own personal strengths and minimize your weaknesses
- Develop a unique leadership style that is highly effective, yet

### PROGRAM AGENDA

#### Start Here to Become a Creative Leader

- How to avoid common self-sabotaging behaviors that often plague both newer and seasoned leaders
- What employees really want from you as a leader: The answers are guaranteed to surprise you!
- How to implement a leadership style that builds trust, communicates a clear vision and guides your team to higher productivity and organization profits
- Ways to create an atmosphere of trust and respect that values employees and promotes loyalty between coworkers

#### Establish Communication — the Foundation of Effective Leadership

- Words, phrases and gestures to help you come across as poised, intelligent and trustworthy every time you speak
- Communication guidelines that recognize and respect the individuality of every employee
- Why positive reinforcement is key to gaining support and recognition from your people
- How to effectively overcome communication challenges and roadblocks without steamrolling your opponent

#### Support Innovation, Experimentation and Free Thinking in Your Workplace

- Clever ways to reward those who stretch their mental muscles, think outside the box and share their great ideas
- Work around establishment restrictions that can stifle creativity and crush employee morale
- How to create a safe haven in your workplace, recognizing and rewarding diversity in every form
- How to help employees feel confident in their own good judgment when they make decisions

#### Build Teams That Pull Together, Instead of Apart

- Strategies and techniques to encourage teammates to collaborate, cooperate and turn to one another for help and inspiration
- Fantastic ideas to encourage and support team creativity and growth, including team retreats, think tanks and other team-based activities
- How to create a team culture based on trusting relationships and an "all for one" mentality
- The tools your team members need as they work together to overcome differences and resolve conflicts

#### Guide Your People to Peak Performance through Coaching and Positive Discipline

- The truth about character: how much of an effect does it really have on performance?
- How to help people take responsibility and become accountable for their actions
- How to use goal-setting as an incredible empowerment tool and reap the benefits of increased productivity

#### Be Creative in Solving Problems, Conquering Stress and Burnout and Building Morale

- Strategies to flex your creative muscles and arrive at workable solutions from a different perspective
- Flexibility and adaptability skills that will enable you to respond quickly, professionally and effectively in virtually every crisis situation
- Low-cost and no-cost ways to build morale and create a fun, positive work environment



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