

WHAT IS A LEADER?

PREPARE YOUR HIGH-POTENTIAL MANAGERS FOR THE REAL DAY-TO-DAY WORK OF LEADERSHIP

WHAT IS A LEADER? IS AN ONLINE, INTERACTIVE, SELF-PACED PROGRAM DESIGNED TO GROOM COMPETENT MANAGERS INTO EXCEPTIONAL LEADERS

WHAT IS A LEADER? uncovers key concepts and provides interactive cases to introduce managers to more advanced leadership roles, with assessments and tools for evaluating and honing their skills on the job. This program helps managers identify and apply the distinct yet complementary set of skills involved in leadership and management.

CONTENT

ADVICE, TOOLS, AND CASE STUDIES REVEAL CORE LEADERSHIP PRACTICES

What Is a Leader? probes deeply into what leaders do, how they spend their time, and who leaders are, i.e., the common characteristics shared by the world's most effective leaders. This course is essential study for anyone charged with setting the direction of—and providing the motivation for—their group or organization. Give your managers the insights they need to lead your company into the future.

Leadership is invaluable—but it is not innate. Provide your managers with the essential concepts and tools to develop their leadership potential. The program will enable your managers to:

- **Learn** the difference between management and leadership.
- **Discover** techniques for coping with rapid change.
- **Tap** into the collective intelligence of employees.
- **Understand** the importance of balancing technical and analytical skills with an ability to work with others.
- **Practice** “big picture” thinking to maintain the right perspective.
- **Strengthen** both the “hard” (analytical and technical) and “soft” (people management) skills required for effective leadership.
- **Utilize** immediately applicable tools for assessing change management capabilities, evaluating time allocation skills, and analyzing individual leadership strengths and weaknesses.

All course exercises are short and modular, so that no portion takes more than 20 minutes to complete—the entire course requires one to three hours.



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HIGHLIGHTS

- > Easy navigation that requires no training
- > Self-assessment quiz
- > Interactive role-playing with feedback
- > Convenient modular design
- > Strengthens leadership pipeline

EXPERTS

What Is a Leader? is based on the work and research of renowned leadership experts:

DANIEL GOLEMAN

“What Makes a Leader?”
Harvard Business Review

ROBERT GOFFEE AND GARETH JONES

Why Should Anyone Be Led by You?
Harvard Business Press

RONALD A. HEIFETZ AND DONALD L. LAURIE

“The Work of Leadership”
Harvard Business Review

JOHN P. KOTTER

“What Leaders Really Do”
Harvard Business Review

> For more information visit:
www.primacux.com

PROGRAM ELEMENTS

ESSENTIAL CONCEPTS, TOOLS, AND TIPS FOR DEVELOPING LEADERS

What Is a Leader? takes managers through expert content in a fast-paced, interactive format. Realistic practice scenarios and interactive tools enable time-pressed managers to grasp key concepts quickly and retain them permanently.

LEADERS AND CHANGE INITIATIVES	Assess one's ability to lead an organization through fundamental change.
HOW LEADERS SPEND THEIR TIME	Evaluate one's leadership skills by examining time allocation.
CHARACTERISTICS OF LEADERS	Analyze one's "EI"—emotional intelligence—to determine strengths and weaknesses as a leader.
RESOURCE LIBRARY	<i>Harvard Business Review</i> articles that can be read online or printed.
INTERACTIVE CASE	Scenario-based learning.
ACTION-ORIENTED PRACTICE	Online practice activities help hone change management skills in a safe environment.
QUIZ	10-point self-assessment section enables users to reflect on what they've learned in the program.
FOLLOW-UP GOALS	Guidelines for writing on-the-job goals.

ADDITIONAL FEATURES

Priority Assessment helps users prioritize content modules based on their own management experience.

Personal Action Plans help leaders apply concepts to their jobs and develop a leadership style.

Comprehension Tests are available.

Facilitation Guide shows how to incorporate course elements into a learning program.

SUPPORT

IMPLEMENTATION SERVICES

WHAT IS A LEADER? is quick and easy to deploy via your LMS or intranet. Our Implementation Services Team can help you develop an effective rollout strategy and can customize the product to meet specific organizational needs for even greater impact.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

TARGET AUDIENCE

What Is a Leader? is ideal for competent, high-potential managers who may advance to senior leadership roles within your organization.

Building and refining this group's leadership skills will directly affect your organization's success.

COMPLEMENTARY OFFERINGS

Extend the program's impact with additional leadership development programs, such as:

MANAGING CHANGE

Zeroes in on the skills managers need to roll out and successfully lead others through change initiatives.

COACHING FOR RESULTS

Guides managers through a three-step process for effectively coaching others.

DECISION MAKING

Offers short interactive cases, tools, and customized feedback to master the most fundamental of management skills.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

LEARN MORE

Prima & Corporate University Xchange
PO Box 69057, Riyadh 11547
Saudi Arabia
Tel 00966 1 461 0677
Fax 00966 1 466 1822
admin@primacux.com
www.primacux.com