

Leading Out Loud

SUCCESSFUL CHANGE REQUIRES WORKFORCE COMMITMENT

Q: What's the difference between change that delivers bottom-line results and initiatives that fall short?

A: The leader!

Today's business executives need to be masters of change in new ways. Rather than issue orders, they must first determine what is needed in their organization to serve the marketplace and then adeptly inspire change by encouraging vision and innovation within their teams.

Despite an increasingly uncertain and cynical business environment, all leaders have the ability to inspire others to willingly take action to effect change. Yet most forgo that opportunity. They fail to embrace the distinctions of leadership communication: the difference between competence and connection and between operational leadership and inspirational leadership. All are essential.

MOVE PEOPLE TO WANT TO TAKE ACTION

Cynicism and uncertainty aren't the only things standing in the way of workforce commitment. People are looking for meaning at work beyond the traditional definitions of job satisfaction, compensation and benefits. How does a leader obtain committed action in this environment? It takes a lot more than business competence or merely communicating strategic objectives. It takes personal connection.

Inspiring leaders look inward and connect their business messages with their experiences and what they deeply believe in and care about. They establish competence and build trustworthiness. They create shared purpose and engage the hearts and minds of others. They take people somewhere. This kind of leadership earns commitment and provides the meaning that fuels maximum contribution.

YOUR PARTNER IN DEVELOPING LEADERS WHO CAN DRIVE CHANGE

BlessingWhite's leadership communication program, Leading Out Loud, is based on the book by veteran communication consultant Terry Pearce. It is designed as a reflective and practical leadership communication experience where real work gets done.

"Communication is the primary tool that leaders have to bridge vision and strategy to others' actions," asserts Pearce. "Learning how to craft, clarify and hone leadership communication is a discipline that enables leaders to analyze and act on all situations more effectively."

After the Leading Out Loud intensive, in-person session, your organization's leaders will be better able to:

- Integrate their personal convictions with business priorities.
- Inspire others to action and ownership in creating positive change.
- Create an environment of openness and candor, unleashing more ideas and breakthrough innovation.
- Motivate others in team meetings, coaching situations, presentations and one-on-one conversations.
- Earn deeper trust and commitment from employees, colleagues and customers.
- Lead change effectively with or without position power.

THE LEADING OUT LOUD PROCESS

Leading Out Loud provides not only the “what to do” but the “how to” of leadership that inspires change. Leading Out Loud equips leaders to:

- Inspire others to greater engagement, ownership and action to create positive change.
- Create a culture of authenticity, openness, and candor.
- Connect their personal convictions to organizational strategy.
- Effectively lead change with or without positional authority.
- Apply a framework for communicating inspirationally in all situations, venues and media.
- Answer the questions:
Who are you and what are you here to do?

This experience is organized around Core Principles that apply broadly to all aspects of a leader’s behavior:

- **Discover What Matters**
To inspire others, leaders must know where they stand and be clear on the source of their convictions.
- **Deepening Emotional Awareness**
Inspiring others requires the leader to recognize their own emotions during times of change, regulate emotions and thinking to move forward, and resonate with the emotions and perspectives of others. They must learn to respond – instead of react – when facing resistance to change. Empathy and impulse control are key when impulse wants to speak.
- **Connecting with Others**
Touching the minds, the hearts and the imaginations of others takes communicating in a way that builds trust, involves others, and expresses personal motivation and empathy. Leaders create the imagery and stories that draw people closer to the leader and to the purpose.
- **Disciplining Your Voice: the Communication Guide**
Finding one’s voice is often hard. Disciplining it is even tougher. Leaders develop this discipline of inspirational communication through reflection, writing and communication “practices” with

coaching. The Leading Out Loud Communication Guide allows the leader to be thorough and complete in expressing “the math” behind any change. Discipline brings success.

- **Applying the Leadership Communication Guide**
Throughout the session participants will be applying these principles to a change they must lead. The Personal Leadership Communication Guide brings the concepts and framework to life, allowing a thoughtful approach to all business situations and leadership decisions. It can be used in all forms of communication and media including presentations, meetings, town halls, social media and informal interactions.

The four elements of the Guide are:

- Establishing Competence and Building Trustworthiness
- Creating Shared Context
- Declaring and Describing the Future
- Committing to Action / Creating Engagement

OUTCOMES

To move your organization forward, your top leaders and executives need to gain true commitment versus mere compliance. Leading Out Loud will help them focus energy and sustain morale through volatile business cycles and achieve lasting results.

Participants in the workshop leave with:

- A consistent leadership communication point of view across the organization.
- A conceptual model for authentic communication and the tools to apply it.
- Significant progress on a current business challenge due to reflection, writing and focused coaching on the clarity and meaning of the leadership’s communication on the issue.
- A new standard for candid conversation and constructive feedback.

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