

Wisconsin Association of Homes and Services for the Aging *presents*



Turning Managers into Leaders Webinar Series ***Improving Your People, Productivity and Competitiveness***

Based on what you told us in our recent leadership survey, this webinar learning series and ongoing learning videos will address the following management challenges for members and subscribers of the Wisconsin Association of Homes and Services for the Aging and other long term care, assisted living, senior housing, and community service providers:

How to successfully communicate with employees, managers, and peers so they actually want to do what you want them to do. (Optimize communication up, down, sideways, and across boundaries.)

How to create an environment that naturally brings out the best in your employees.

How to establish and manage accountability within your organization to increase overall effectiveness.

How to help people deal with change in a positive manner. (This is especially important for employees who have been in your organization for more than five years.)

The amazing way of quickly resolving conflict between people and teams without getting too involved yourself.

How to get buy-in and alignment of your employees toward specific objectives and goals that are critical to the organization.

How to develop leadership skills and emotional intelligence within your organization, even if you have limited time and budget constraints that may conflict with such a goal.

How to motivate people to new levels of effectiveness (so they are eager to take action and achieve organizational goals). Plus, how to keep them motivated.

How to achieve the right balance between managing and leading... between the "Hard Part" and the "Soft Part" of your role.

Numerous other "people" challenges often faced.

You will receive simple and practical solutions to these challenges throughout the *Turning Managers into Leaders* (TMIL) five modules, as well as solid tools for dealing with everyday issues. This is a proven process of developing your leadership skills and perspectives based on 24 years of working with over 50,000 team leaders, supervisors, managers and executives from 67 countries. The intent is to substantially increase the effectiveness of your people and the productivity of your organization, resulting in enhancing your organization's effectiveness.

Register today at www.surveymonkey.com/s/BFYR6WQ

Date of Module Offerings:

Module 1
September 14, 2010
9:30 a.m. to 10:45 a.m.

Module 2
September 28, 2010
9:30 a.m. to 10:45 a.m.

Module 3
October 12, 2010
9:30 a.m. to 10:45 a.m.

Module 4
October 26, 2010
9:30 a.m. to 10:45 a.m.

Module 5
November 9, 2010
9:30 a.m. to 10:45 a.m.

Following the conclusion of Module 5, participants will receive a series of video clips to continue the leadership training process. One video clip will be sent every week for 10 weeks (10 video clips total).

Fees:

This leadership training process includes five webinars and 10 video clips offered in a convenient package that allows you to train your entire team of employees. The packaged price for this leadership training process is as follows:

WAHSA Members	\$297
WAHSA Subscribers:	\$297
Non-Members/Subscribers:	\$397

Participating organizations have the option of registering for four additional group coaching sessions to address your specific issues for an additional fee of \$95 -- a highly recommended option.

This is a leadership training series that will provide your organization with:

- The factors and talents leaders need now.
- The tools and concepts you need to leverage your people.
- The information and expertise you want to turn your managers into leaders.
- The caregivers who are prepared to handle the people side of the job (versus the technical side of the job).

Your team members will learn:

- How to get employees to think for themselves.
- How to get employees to take more responsibility.
- How to shift more responsibility from the manager to the employee.
- How to build a culture of continuous improvement.
- How to optimize communication flow in the organization.
- How to have employees see themselves differently, thus empowering them to be more effective.

All sessions will be recorded so that your entire team can benefit from this continuous leadership training process.

How Can We Gain Optimum Value With These Learning Opportunities?

The ideal way to experience these webinars is to do so as intact teams. As much as possible, we encourage the entire organizational team of managers, supervisors, and team leaders to participate in each webinar together. Then, the team should discuss the content of the session and how it applies to your situation.

All sessions will be recorded, so if some people have to miss the live session, they can watch it separately or in small groups. Once the "entire" management team has watched the webinar module, team members would meet with as many as possible to discuss the material and clarify the practical value in your organization. This approach maximizes buy-in by all the key individuals with people responsibility in your organization.

While the content is targeted to team members with direct responsibility for managing or coaching others, others in the organization would also benefit if they were able to participate. With this in mind, to the extent schedules allow, it would be especially advantageous to have potential supervisors take part -- either with the main management team or watching the replays in separate small groups. Watching recordings in small groups and pausing to discuss key elements is always preferred over an individual watching on their own.

The recorded sessions also could be utilized in the future by groups of non-supervisory personnel for their continuing development. The recordings will be available for one year after the live sessions.

Outline of Webinar Series Modules:

Module 1 -- September 14, 2010; 9:30 a.m. to 10:45 a.m.

Putting Management and Leadership into Perspective

- Sets the context for the whole course and reviews process.
- Shares an empowering perspective on leadership versus management.
- Reviews "typical" supervisory/management challenges and yours.
- Introduces our Model for Developing Leadership.

Module 2 -- September 28, 2010; 9:30 a.m. to 10:45 a.m.

Creating the Environment that Brings Out the Best in People

- Clarifying the Focus Factors of the human mind.
- How focus impacts the cultural environment and performance.
- The Supportive Focus that brings out the best naturally.
- Building trust and boosting morale.
- Understanding where focus issues might be hurting results, and how to change it.

Module 3 -- October 12, 2010; 9:30 a.m. to 10:45 a.m.

A Framework for Leadership™

- Understanding a Formula for Results that changes the game.
- Learning the keys to gaining buy-in for what needs to be done.
- Analyzing the elements of the 5-step leadership process.
- ELS Spiral of Transformation™.
- Applying the Framework to your critical management needs.

Module 4 -- October 26, 2010; 9:30 a.m. to 10:45 a.m.

Seeing Yourself and Leadership Differently

- Defining Enlightened Leadership.
- Model Leader Characteristics.
- Personalizing Leadership Characteristics.
- Looking at attitude and skill components.
- How our mind can deceive us, and what to do about it.
- The Ultimate Deception and how it holds us back.
- A practical example of coaching for performance.

Module 5 -- November 9, 2010; 9:30 a.m. to 10:45 a.m.

The Ultimate Empowerment Tool

- Traditional approach to problem-solving and why it doesn't work.
- The Real work of leadership.
- The key to getting people to take action.
- Ineffective versus Effective Questions.
- Elements and Impact of Effective Questions.
- Updating the Developing Leader Model.

(Optional) Four Group Coaching and Mentoring Sessions

The five live webinars are scheduled two weeks apart. Starting the week after the second webinar, we will be providing live Group Coaching and Mentoring Sessions to answer your specific questions about applying the tools and concepts presented in the webinars. While these sessions are optional, we highly recommend your participation because we will use them to directly address your issues. There is an additional fee of \$95 for the four group coaching and mentoring sessions.

Continuous Learning After the Live Webinar Modules

Included in this package negotiated by WAHSA are ten(10) weekly learning videos for continued team learning and specific application of the powerful leadership tools learned in the five webinars. The average video length is twelve(12) minutes, and handouts are available to download to facilitate group discussion. The first weekly video will be provided a week after the final Group Coaching and Mentoring session.

Titles and Description (not necessarily in this order)

Getting Awesome Feedback Without Costly 360 Assessments - Presenter: Ed Oakley

This online management training discusses a powerful, yet easy approach to getting outstanding feedback from your team (and other stakeholders) without having to go through the costs and challenges of a traditional 360 degree assessment.

Leading Difficult Conversations - Presenter: Ed Oakley

Sometimes it's not what's being said that is the issue, but what is NOT being said. Ed Oakley discusses a leadership skills training approach to leading difficult conversations that are so critical to have.

Learning About Leadership from the Transformation of a University - Presenter: Nido Qubein

In this executive leadership training, Nido Qubein is featured. He is an amazing leader who has honored us by sharing a few of the things he has done as the new President of High Point University to completely transform that institution of higher learning in every way.

The pricing structure for this training series typically costs \$697 and does not include any coaching sessions nor any additional videos. This is an opportunity for you to allow your entire team to participate in the complete training series for considerably less expense! WAHSA negotiated an amazing deal for you!

Facts about the Fee

This is actually a major soft skills/leadership development course spread over 20 weeks.

Spreading the course over a 20-week period acknowledges the fact that leadership development is not an event, but a process.

The fee is only \$297 for WAHSA members and subscribers (\$397 for non-WAHSA members/subscribers) plus \$95 if you choose to participate in the additional optional coaching and mentoring sessions.

The price per person is actually very small.

$$297 + 95 = 392$$

\$392/8 people is less than \$50 per person for a 20-week program = \$2.50 per person per week!

In order for you to be prepared for the first webinar, which begins on September 14, 2010, we ask that you register no later than August 31, 2010.

Bringing Out the Best in People is the overall goal of this leadership training series. This series will help you align your team's unleashed talent, energy, creativity, and commitment toward accomplishing your organizational objectives.

Your training facilitator will be responsible for:

- Coordinating the participation of your team members for each webinar
- Room set up
- Computer set up
- Computer microphone (if you opt to use one)
- Internet connection (and telephone if you opt to use one)
- Speaker system
- Testing your equipment and the connection to the webinar website to ensure everything works

Turning Managers into Leaders is an enlightened leadership series... A practical program for managers, supervisors, and high--potentials who are serious about becoming highly effective leaders.

Getting Buy-in for Change (Phase I) - Presenter: Ed Oakley

What if the decision for change already has been made inside your organization? How do you get buy-in from hundreds, maybe thousands of stakeholders? The first phase of the transition process people go through to come to terms with the new situation is discussed in this video. Ed explores the impact of emotions on one's ability to move forward and offers steps leaders can take when gaining buy-in for change.

Getting Buy-in for Change (Phases II & III) - Presenter: Ed Oakley

In the above-mentioned video, the "Completions" and emotion stage necessary to getting buy-in was addressed. The final two stages people go through when significant change is presented is described in this follow-up video. Steps leaders can use when managing organizational change to support an upward spiral of transformation are shared by Ed in what is aptly called "The Twilight Zone" and "Full Engagement."

Managing Generation WHY - Presenter: Eric Chester

Eric Chester, author of "Employing Generation Why?", shares some important tips for anyone responsible for leading organizational change while managing 16-26 year olds. He explains why they're different and how to work more effectively with them.

Remove the Stress from Your Management - Presenter: Ed Oakley

In this video, Ed discusses an approach to problem solving that effective leaders do naturally. Developing leadership skills in this area will take the stress out of your management tasks and put the ease into your leadership abilities.

Meaningful Empowerment - Presenter: Brian Lee

Brian Lee is our guest speaker on this video. Brian is CEO of Custom Learning Systems and works with many hospitals in North America. He shares a powerful business leadership training program to empower employees – especially when they interact with customers, clients, and patients.

Can We Really Do More with Less? - Presenter: Ed Oakley

This business leadership training program takes on the 80/20 rule with a new twist that just might allow you to do more with less, making the difference in your leadership today.

Communication Tips for Leaders - Presenter: Ed Tate

Every leader has messages to share with their organizations. But is the message you intend the message that is heard? This video shares leadership skill training secrets for getting the outcomes you want with your presentations.

Managing Multiple Creative Demands - Presenter: Ed Oakley

Other online management courses rarely give promises, but Ed Oakley promises to help you easily solve a problem that he is convinced you probably have – managing numerous creative projects and demands at the same time – and optimizing your effectiveness in the process.

The Complete Leadership Training Schedule Will Be

Week 1 - September 14, 2010 -- Webinar Module 1

Week 2 - September 21, 2010 -- Nothing Scheduled

Week 3 - September 28, 2010 -- Webinar Module 2

Week 4 - October 5, 2010 -- (optional) Group Coaching and Mentoring

Week 5 - October 12, 2010 -- Webinar Module 3

Week 6 - October 19, 2010 -- (optional) Group Coaching and Mentoring

Week 7 - October 26, 2010 -- Webinar Module 4

Week 8 - November 2, 2010 -- (optional) Group Coaching and Mentoring

Week 9 - November 9, 2010 -- Webinar Module 5

Week 10 -- November 16, 2010 -- (optional) Group Coaching and Mentoring

Weeks 11-20 -- Every Tuesday from November 23, 2010 to January 25, 2011 -- Weekly 12-minute Learning Videos

Your Leadership Training Team Leader Will Be Ed Oakley



My name is Ed Oakley. For more than 20 years, our company, Enlightened Leadership Solutions, has served over 2,557 companies from mid-sized organizations to the very largest, including 23 of the current Fortune 100. We have conducted 627 live public seminar events and many others inside organizations. And over 50,000 managers from 67 different countries have benefited from our service.

During this time, we have perfected what it takes to quickly turn managers into more effective leaders. We are experts at the “soft part” and the “hard part” involved in any and every organizational process -- and how to naturally find the balance between the two.

In the past, the only way to receive our unique brand of leadership development was to hire us to come to your company or attend one of the live public training sessions we used to hold around the country.

But all that is about to change because we are prepared to deliver a virtual leadership training series to you no matter where you are! This is important. Why?

Learning is not an event. It is a process. Leadership development is a process. So we have put together a system where we can deliver actionable “chunks” of learning in short sessions of 75 minutes each. This allows you to fully absorb the information and apply it before moving on to a new learning module.

In a one-shot seminar, many people learn a lot but go home and never implement anything. By doing this training series in a step-by-step process over 20 weeks, you will have the opportunity to apply the information and come back eager for the next piece of information.

So, when it’s all done, you’ve not just learned what you need to do, you’ve actually done it and experienced the benefit from it. This 20-week learning and development process will challenge you and your organization to grow even greater!

We call this virtual learning series the *Turning Managers into Leaders* live learning system because it is the fastest, easiest, and most effective way of creating leaders within an organization.

As noted throughout this brochure, much of the learning will be delivered by webinar, which is just a fancy way of saying it will be conducted over the Internet and by telephone. These two tools combined make for a powerful learning experience. It is a convenient way for people to learn and develop without every having to leave your organization (which means no travel time and no travel expense.)

We look forward to working with you to turn your great managers into exceptional leaders! I will lead the team of facilitators and coaches who will work with you.

A Note from Ed Oakley

I wonder if you can relate to this?

I received a promotion into my first management job with Hewlett-Packard a few decades ago. Going into it, I expected my new position would be a bit easier than my previous job... that I'd be able to relax a bit, get my work done pretty quickly (through other people?) and maybe even play a round of golf or get in a little tennis during the week.

After only a couple weeks, I realized that this management thing was not all it had been cracked up to be. I began to realize just how difficult it really is to get people to do what needs to be done and be accountable for it and stay inspired to do it.

Fortunately, my survival instincts took over, and after some embarrassing failures, I launched into a quest to understand what it takes to bring out the best in people. I simply had to find answers to the people problems I was facing.

Since then, I have invested decades of my time to discover how to develop leadership at all levels of organizations.

One more thing you should know about our work. The engineer in me insists that all our management and leadership concepts, tools, and processes be simple and practical. If it isn't, people won't use it. And if they try to use it and it doesn't work right away, they won't use it again. So you can count on the fact that the concepts, tools, and perspectives in *Turning Managers into Leaders* will be simple, practical and actionable.

Your registration fee includes one and only one connection to the webinar using either an Internet connection only or using an Internet connection combined with a telephone connection. If your organization uses more than one connection, you will be billed accordingly. However, you can have as many people around the computer as you like, and you even can project the slides on a screen.

To participate in this leadership training series, please complete the online registration form at www.surveymonkey.com/s/BFYR6WQ

If you need assistance completing the online registration form, please contact WAHSA's Member Services Assistant, Sarah Paterson, at 608-255-7060 or spaterson@wahsa.org.

For more information, please contact

WAHSA
204 S. Hamilton Street
Madison WI 53703
608-255-7060
www.wahsa.org
info@wahsa.org

To Participate in this Leadership Training Series

Please go to www.surveymonkey.com/s/BFYR6WQ and complete the online registration form. Prior to submitting your registration by clicking "done" on the registration form, please use your browser's print function to print out your completed registration form. Once you have printed the registration form, click "done" on the form to submit your registration electronically. Please mail your printed registration form along with the payment for your total registration fee to WAHSA, 204 South Hamilton Street, Madison, WI 53703. Please make all checks payable to WAHSA. Your registration will not be confirmed until WAHSA receives your payment.

On the registration form, please include the name and email address for the person who will be serving as the facilitator for your organization's participation in this leadership training series. Upon receiving your registration, we will send your program facilitator an email to confirm and verify your registration. Enlightened Leadership Solutions (ELS) will send your facilitator a second email with the instructions for testing your equipment to ensure you have everything set correctly for the webinar.

If you need assistance completing the online registration form, please contact WAHSA's Member Services Assistant, Sarah Paterson, at 608-255-7060 or spaterson@wahsa.org.

Your participation fee is an organizational participation fee, not an individual participation fee. This means there is no limit to the number of participants from your organization as long as all participants use only one connection for your entire organization. The registration fee is \$297 for WAHSA members/subscribers or \$397 for non-WAHSA members/subscribers. There is an additional fee of \$95 for the four optional mentoring and coaching sessions.

Once we have received your registration and payment, ELS will contact you via email to provide you with the instructions and information you will need to access the webinars and video clips. As long as you are registered by August 31, 2010, you will have ample time to ensure your computer system is ready in time for the first webinar on September 14, 2010.

You will have the option of participating in each webinar via an Internet connection only, in which case you will incur no additional charges. If you use a telephone for the audio portion, you will be responsible for long distance charges.

Your training facilitator (contact person) will be responsible for:

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