

# LEAD THE FUTURE!



## CERTIFIED LEADER WEBINAR SERIES

for leaders  
who understand  
that their  
effectiveness is  
defined by their  
results



# THE PROGRAM

In a fast-changing business environment, the ability to lead effectively will determine the success of an organization and set the course for its future. Yet leaders often assume their responsibilities with no training at all. It is time for a leadership revolution! *Lead the Future* is a six-session program that empowers today's leaders to face rapid change in an increasingly complex environment.

## WHO SHOULD TAKE THIS COURSE

- Organizational managers, leaders and fast-track high potential employees
- Learning and development professionals
- Independent coaches and consultants
- Human resource and organizational development specialists

## BENEFITS OF THE COURSE

*All participants will receive a one-on-one coaching session, with a Master Certified Coach, to discuss your self-development plan. Participants who complete course requirements will qualify for 18 CEU/professional development hours. Additionally, you also will learn how to:*

- Drive and manage change
- Apply leadership skills strategically
- Coach and develop future leaders
- Build and motivate loyal teams
- Improve employee engagement by fostering creativity and innovation
- Utilize critical thinking methodology
- Increase your value to the organization
- Enhance your professional qualifications

# flexible solutions for your business

## CERTIFICATE REQUIREMENTS

- Completion of six modules and associated quizzes in the certificate program
- Demonstrate proficiency in leadership skill competencies
- Complete and submit assessments
- Create and submit a self-development plan
- Participate in one-on-one coaching session

## WEBINAR SCHEDULE\*

*Class meets once a month, September to February. Tentative Schedule: third Wednesdays from 9 a.m. – 12 noon (ET), OR 6 p.m. – 9 p.m. (ET).*

**September 21, 2011:** Module 1: Coaching Skills for Leaders

**October 19, 2011:** Module 2: Critical Thinking Skills for Leaders

**November 16, 2011:** Module 3: Team Building and Motivation

**December 21, 2011:** Module 4: Feedback Skills for Leaders

**January 18, 2012:** Module 5: Conflict Management Skills for Leaders

**February 15, 2012:** Module 6: Priority Management



\*Ask about bringing this program to your organization.

## COURSE DESCRIPTIONS

### Module 1: Coaching Skills for Leaders

#### Key Topics:

- Description of the program
- Sampling of key issues that the course will address
- Introduction of the Leader Coach Model

#### Objectives: Upon completion of this module, participants will be able to:

- Identify critical leadership skills
- Identify and appreciate leadership challenges facing today's organizations
- Anticipate how course program material will be covered
- Understand the workplace coaching model as a management format that engages and motivates employees and future leaders

### Module 2: Critical Thinking Skills for Leaders

#### Key Topics:

- The importance of Critical Thinking
- Key Critical Thinking concepts, skills and strategies
- Decision Making vs. Critical Thinking

#### Objectives: Upon completion of this module, participants will be able to:

- Understand when and how Critical Thinking happens
- Create a plan for improving Critical Thinking skills
- Distinguish between Decision Making and Critical Thinking

### Module 3: Team Building and Motivation for Leaders

#### Key Topics:

- Elements of trust
- Critical factors in team formation and collaboration
- Setting goals and creating assignments that foster motivation

#### Objectives: Upon completion of this module, participants will be able to:

- Assess team performance and cohesion issues
- Design meaningful and motivating work assignments
- Proactively create a trusting environment

### Module 4: Feedback Skills for Leaders

#### Key Topics:

- Feedback formula
- Importance of communication agility
- Nurturing high potentials

#### Objectives: Upon completion of this module, participants will be able to:

- Masterfully design and deliver feedback that achieves objectives
- Quickly address performance and behavior issues in the workplace
- Retain and effectively challenge high potentials



### Module 5: Conflict Management Skills for Leaders

#### Key Topics:

- Understanding conflict – inevitability, key components and how to diffuse it
- Navigating emotional responses to conflict
- Leveraging conflict to learn and engage
- Conflict Management formula and strategies

#### Objectives: Upon completion of this module, participants will be able to:

- Understand the main causes of conflict and how to address them using the conflict management process
- Navigate the potentially irrational side of conflict – emotions!
- Use conflict situations to promote learning and engage people and resources

### Module 6: Priority Management for Leaders

#### Key Topics:

- The importance of agility when managing time and priorities
- Impact of poor time choices and mismanagement of priorities
- Systems approach to priority management

#### Objectives: Upon completion of this module, participants will be able to:

- Prioritize competing priorities
- Articulate and share their approach for managing priorities at their organization
- Adapt and remain flexible as they drive change and minimize its negative effects

## COURSE FEE

\$1800 – Credit Card, Check or PayPal Accepted  
15% Early Registration and Payment Discount  
(Deadline: August 1, 2011)  
Ask about our referral program discount

*Excellent! Wealth Enhancement Group engaged The Workplace Coach to help us build a strong relationship foundation within our newly formed Executive Leadership Team.*

*—Cindy Harden, VP Organizational Development*

## FACILITATORS



### **Debbie Frame**

As a Master Certified Coach, Debbie has been coaching leaders since the 1980s. She developed her coaching expertise

and outlook while in operations management at a Fortune 10 aerospace manufacturing firm, a demanding environment where coaching executives, managers and supervisors was critical to success. She has been responsible for personnel management and profit and loss (P&L) up to \$400 million, in both union and non-union environments.

In her private coaching practice, Debbie has served executives, entrepreneurs and professionals since 1997. Her focus in corporate coaching is on: leadership development and competencies, organizational design, operations management, conflict management, process improvement and problem solving. Debbie has served as president of Coach U, the world's largest coach training organization.



### **Mickey Parsons**

Mickey is the founder of The Workplace Coach, where he and his colleagues provide leadership coaching and organizational development services for business leaders,

professionals and entrepreneurs. Mickey has extensive experience in employee assistance program (EAP) leadership, corporate education and human resources, and more than 20 years' experience managing and leading business organizations. He holds a master's degree in educational psychology. His professional credentials include: Master Certified Coach, Certified Organizational Development Professional and Certified Employee Assistance Professional.

Mickey has served as coach, consultant and workshop leader for more than 60 Fortune 500 companies, including Atlanta Journal Constitution, AXA Financial Advisors, Blue Cross Blue Shield, Cox Newspapers, Unum, Bank of America, Lennar/USA Homes, McKee Foods – The "Little Debbie" Corporation, McDonalds Corporation, Home Shopping Network, Girl Scouts, State of Georgia, Turner Broadcasting, WellStar Health Systems, Marriott and the New York Times.

# leadership is an important profession **prepare for success**

*"I completed the Certified Leader series in 2010, as did my entire leadership team. The program taught me useful concepts that I continue to use often. Personally, I found the leader coaching skills module most helpful—it has brought me success in both personal and professional situations."*

—Maria Lund, CEO First Sun EAP



Georgia ● Tennessee ● Florida ● South Carolina ● Texas ● Washington, DC

3985 Doral Circle  
Atlanta, GA 30360  
770.451.0505 ph  
404.529.4484 fax  
[www.theworkplacecoach.com](http://www.theworkplacecoach.com)

# Lead The Future: Certified Leader Program Registration

## 5 EASY WAYS TO REGISTER:

1. PHONE: 1-770-451-0505/1-877-306-5292
2. E-MAIL: leader@theworkplacecoach.com
3. FAX: 1-404-529-4484
4. US MAIL: Complete & mail enrollment form along with check or credit card information to: The Workplace Coach | 3985 Doral Circle | Atlanta, GA 30360
5. Secure Online Credit Card Payment Link (Call or email for the link)

Participant(s): \_\_\_\_\_

Company: \_\_\_\_\_

How did you find out about this program? \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

---

**Lead the Future tuition\* \$1800.00 or \$1530.00 [before August 2, 2011]**

**If paying by corporate or personal check make payable to "The Workplace Coach/Parsons Associates Coaching, LLC"**

---

### Credit or Debit Card

I authorize The Workplace Coach/Parsons Associates Coaching, LLC to charge the following credit card account a one-time fee of \$\_\_\_\_\_ for the Lead the Future Webinar Program.

Credit Card Information  Visa  Master Card  Discover  American Express

Card Number: \_\_\_\_\_

Expiration Date: (MM/YYYY): \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address: \_\_\_\_\_  Check if same as above

Cardholder's Signature: \_\_\_\_\_

\*Payment is required to complete your registration.