



# Leadership is an achievement of trust.

Peter F. Drucker

Trusted Leader & Coach Program Overview

# Program Background & Objectives

- New leadership capabilities are needed to not only survive but also thrive in this whitewater business environment.
- Stetson will develop a comprehensive Leadership Program that is:
  - Different than other Leadership programs - Unique and Ownable to Stetson
  - Takes Leadership skills and applies them through effective Coaching
  - Aligns with our Stetson brand and values
  - Targeted at senior managers and C-suite leadership
  - Envied by the Central Florida business community
  - Profitable



It's better to be different than better.

**TRANSFORMATIONAL LEADERSHIP**

**Performance Leadership**

**Shared Leadership**

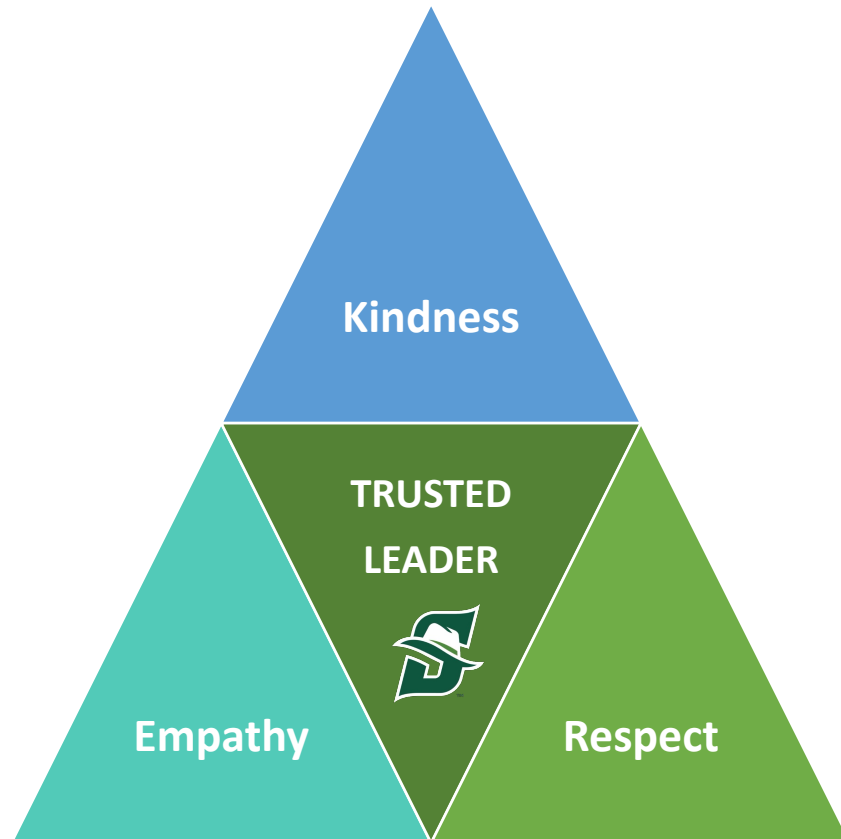
**EMOTIONAL LEADERSHIP**

**Contextual Leadership**

**Making DISRUPTIVE LEADERSHIP work!**  
ANAT LECHNER, PHD



# A Simple Formula



The Foundation of All Leadership is TRUST

We build that trust through honing our very basic human traits of Kindness, Empathy, and Respect.

Only after we have achieved a level of TRUST with those we manage and mentor, can we begin to truly LEAD and GROW our teams.

# Without TRUST, you can't LEAD

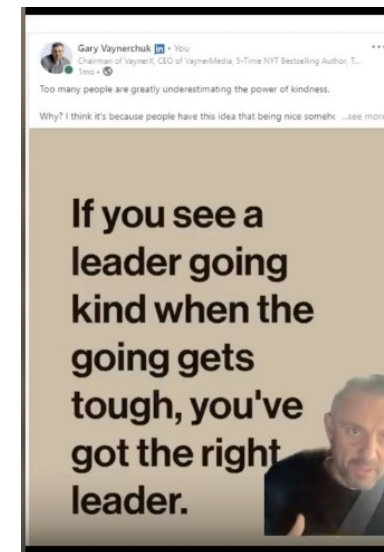
- A signature series of three, day-and-a-half leadership workshops developed through the Stetson School of Business.
- A unique workshop series that develops a strong foundation within participants of our core Stetson values of **Kindness, Empathy, and Respect** to earn trust in those you lead, motivate and mentor.
- A course that not only develops individual leadership skills, but applies those skills through coaching and mentoring best practices.

These Basic Human Values are the “New Black” in Leadership



Without appreciation and respect for other people, true leadership becomes ineffective, if not impossible.

George Foreman  
PICTUREQUOTES.COM



# The Basics of the Program

## Who's It For?

- High potential mid-level managers with 5+ years experience
- Upper-level or senior managers with 5+ years experience
- VP or C-level executives

## Program Duration

- In-Person
- Instructor Led
- Three day and a half sessions
- Over 3 Months

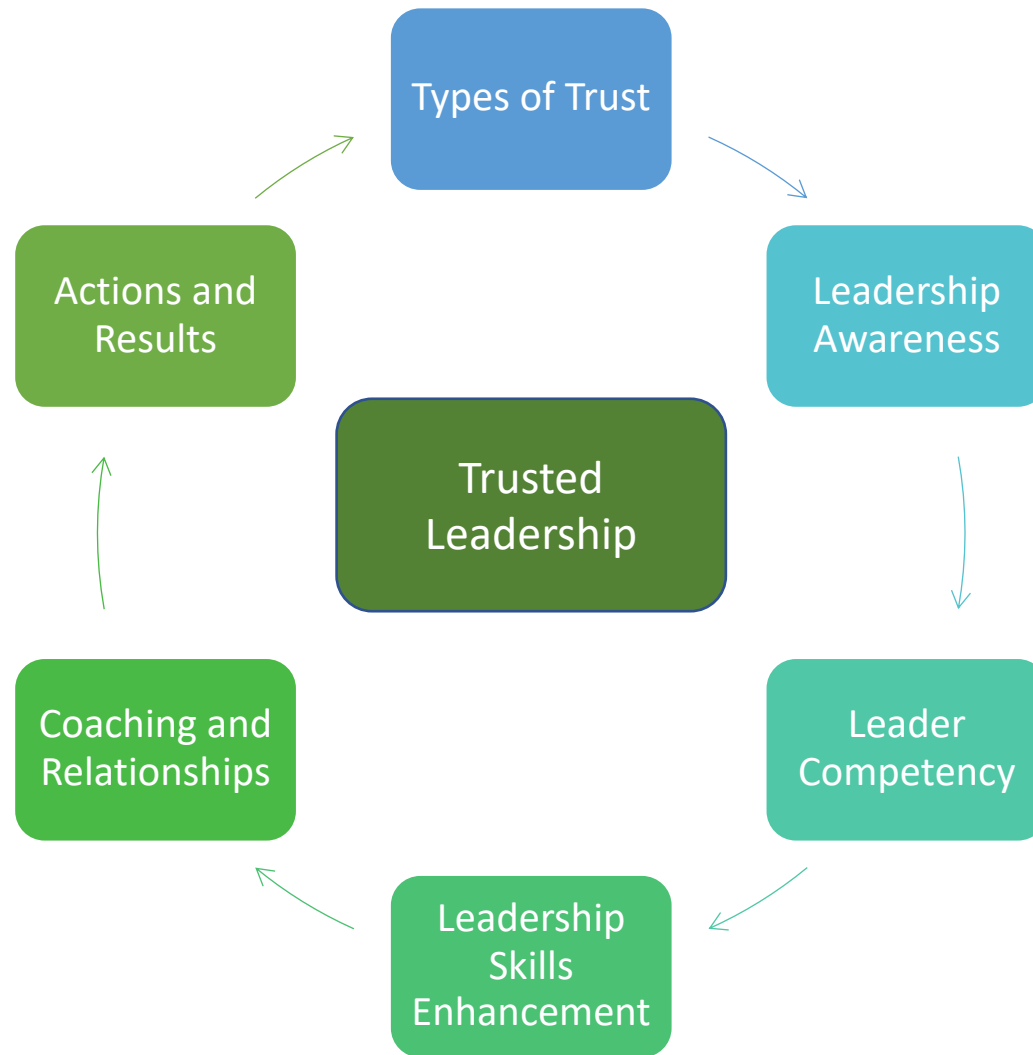
## Time outside of Class

- 3-5 hours per week
- Pre-program readings included to enhance learning.
- Assessments and action learning tools included

## Logistics

- Ideally delivered on the Stetson campus
- Refreshments and lunch provided
- ~\$3750 per student
- Custom pricing for corporate cohorts

# The Trusted Leadership Journey



Stetson Core Values of Trust, Respect, Empathy and Kindness integrated into the curriculum as guiding principles.



*"Trust is developed when behavior matches expectations."*

# Program Overview



## The *Trusted Leader & Coach Program* focuses on:

- Increasing **self-awareness**
- Investigating **thinking** styles and the impact on leadership
- Building leadership competency
- The leader as **trust**-builder
- Developing **clarity and focus** in communication skills
- Resolving conflict utilizing emotional intelligence, **respect and empathy**
- Fostering interpersonal relationships through **kindness**
- Teamwork and **teambuilding**
- Focusing all leadership aspects on **results**
- Personalizing a “leadership vision” and linking to the organization’s **mission and values**



# Program Sessions At-a-Glance



## Managing Self

### Session One

- Defining Modern Leadership Requirements
- Becoming the Holistic Leader
- Building Leadership Awareness (PULSE)
- A deeper understanding of yourself as a Leader



## Coaching & Leading Others

### Session Two

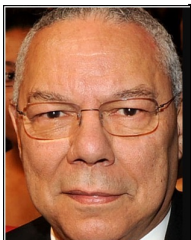
- Developing your effective Coaching Skills
- Understanding Emotional Intelligence (EQ)
- Enhancing Communication Skills
- Building Trust



## Managing Relationships for Results

### Session Three

- Analyzing Leadership Behaviors (DiSC)
- Acting on The Five Behaviors of Success
- Behavior & Relationships in Action for Results



**"The essence of leadership is building bonds of trust in your organization.  
*General Colin Powell***

# Module One Overview: Managing and Leading Self



In developing effective leaders in today's rapidly changing world, developing perspective and focus is critical to a leader's long-term success. Focus within many organizations is directed solely toward immediate organizational goals and not inclusive of longer-term individual leadership development goals.

Heightened self-awareness helps leaders leverage natural strengths and helps them find ways to address developmental areas in a positive, productive way. In turn, enhanced self-awareness gained through perspective building tools helps leaders understand and adapt behaviors to rapidly changing circumstances and develop effective strategies for leading associates.

This session includes insight given on leadership preferences using the Leadership Pulse Inventory (PULSE) philosophy, insights on becoming a holistic leader, and essential leadership competencies.

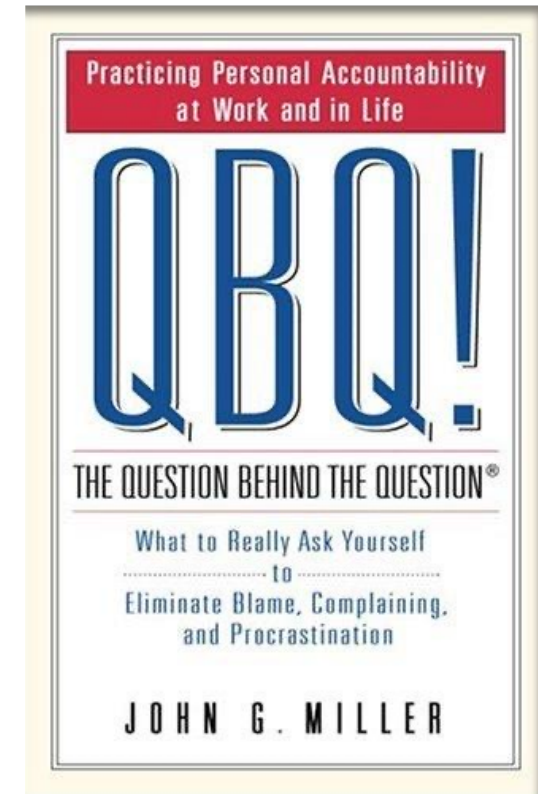
# Module One: Managing and Leading Self

## Learning Objectives and Outcomes



- Describe and define the personal attributes of successful leaders (e.g., effective communication, customer focus, influencing others, learning continuously, emotional intelligence, driving for results, thinking strategically, etc.)
- Understand key leadership success factors by viewing leadership as a holistic effort
- Gain rich feedback and input to leadership styles and create an action plan for enhancement
- Personalize a “leadership vision” and link it to personal and organizational mission, vision, and values
- Identify areas for improvement and set developmental goals for yourself

# Module One Pre-Work



# Module Two Overview: Coaching and Leading Others



One of the best measures of leadership effectiveness is one's ability to motivate others to provide the extra effort that achieves excellent performance. Modern leadership is about having the trust, emotional intelligence and skills to unlock the power and potential of those around you. It's about bringing people together to achieve great results.

Learn how to coach, influence and support others in the achievement of common goals. Discover how to rally others and build morale. Learn how to gain commitment by influencing teams to set objectives and buy in on a process.

Your ability to inspire, empower and motivate your team members is critical to their development. Helping your team members reach their potential through effective coaching skills creates a culture of success and helps maintain a high level of productivity and morale.

# Module Two: Coaching and Leading Others

## Learning Objectives and Outcomes

- Explore social awareness and relationship effectiveness
- Practice how to build rapport and demonstrate empathy
- Manage defensiveness and develop collaborative intention
- Understand discretionary emotional energy; increase engagement
- Using the right phrases to communicate what you intend
- Respond with diplomacy and tact
- Gain consensus around strategic vision
- Appreciate how communication style affects specific situations and the people around you
- Identify how to adapt behavior and communicate effectively
- Build rapport to enrich relationships
- Persuade and influence others with a focused communication approach

# Module Three Overview: Managing Relationships for Results



An understanding of self, and genuine appreciation of different behavioral styles and the motivations of others, are essential attributes of high-performance teams. Intentional efforts to leverage team members' strengths without exploiting their weaknesses will positively impact organizational culture and, subsequently, the bottom line. It is through transparency that vulnerability-based trust emerges.

Permitting others to understand who you are and why you act the way you do will reduce the likelihood of unfair judgment and increase opportunities for positive intent, resulting in cohesive teamwork.

Using *The Five Dysfunctions of a Team* by Patrick Lencioni, this highly engaging session includes detailed insights into the five behaviors that form an interrelated model. Combined with DiSC, we will delve deep into how the impact of simply one behavior can negatively impact your team's success.

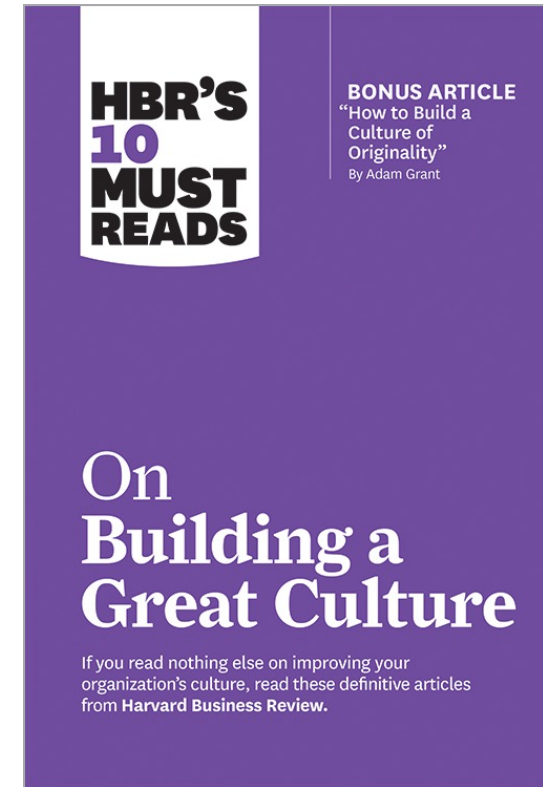
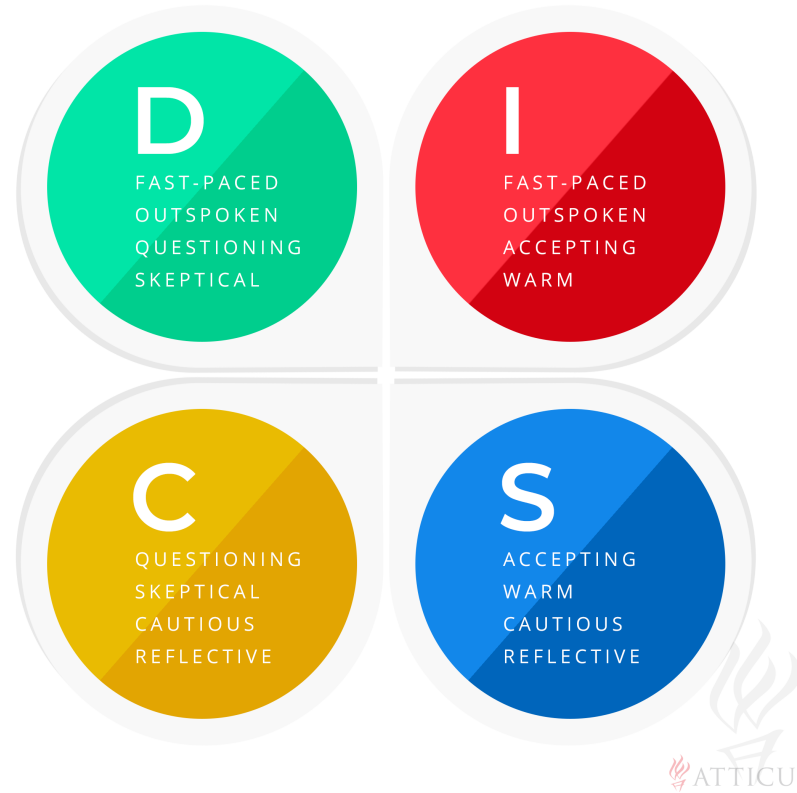
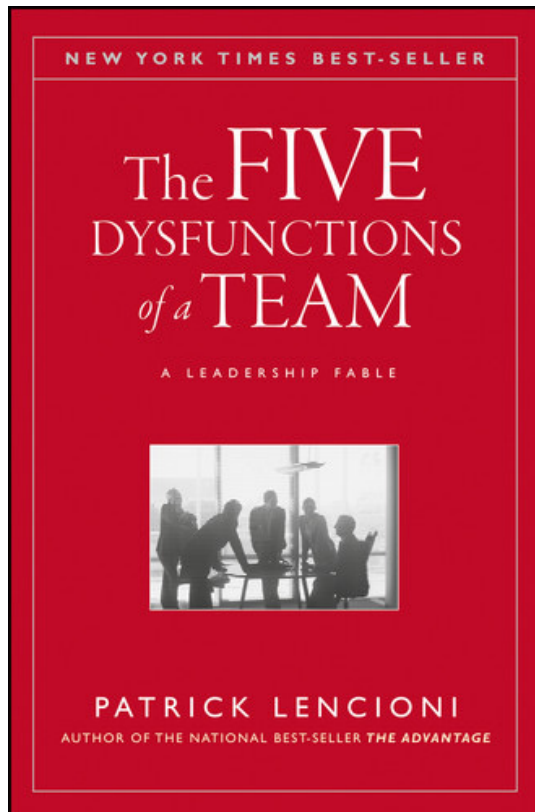
# Module Three: Managing Relationships for Results

## Learning Objectives and Outcomes

- Enhanced behavioral awareness of self and others
- Understanding of team members' behavioral styles, personal stories, and conflict styles
- Insight into the team's strengths, dysfunctions, and ideal norms
- Delve into The Five Behaviors of Success
- Create trust commitments for team cohesion
- Establish Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) goals to achieve optimal results
- Link leadership to strategy



# Module Three Pre-Work



# Program Budget

Full three module workshop spanning 4.5 days

	Open Access			Custom Corporate Programs
<b>REVENUE</b>				
# of Students	1	5*	10	10-15 students
Tuition Revenue	\$3750	\$18,750	\$37,500	\$37,500
<b>COSTS</b>				
Faculty Comp	\$11,250	\$11,250	\$11,250	\$11,250
Faculty Travel	\$2500	\$2500	\$2500	\$2500
Food & Beverages	\$100	\$500	\$1000	\$1500 - \$1875
Course materials and assessments	\$150	\$750	\$1500	\$1800 - \$2250
Profit	(\$10,250)	\$3750	\$21,250	\$20,450 - \$19,625
Profit Margin	NA	20%	57%	54% - 52%

\* Break-even at about 4 students



# Faculty Bios

## Faculty Biography

- **Robert K. Prescott, Ph.D.**



Dr. Robert K. Prescott, SPHR, SHRM-SCP has spent twenty years in industry and sixteen years in teaching and consulting positions. Included in Bob's rich experiences is work in Corporate Engagement at the College of Continuing Studies at The University of Alabama, Graduate Faculty of Management at the Crummer Graduate School of Business at Rollins College in Winter Park, Florida, Director of Executive Education at Penn State and Director of Human Resources for BellSouth Communications, Inc.

His consulting initiatives have placed him in advising and teaching positions with such organizations as AAA, ARAMARK, Correct Craft, Deloitte, Delphi Automotive Systems, Estee Lauder, Internal Revenue Service (IRS), Lockheed Martin EIS, The National Basketball Association (NBA), Olive Garden Restaurants, Pitney Bowes, Scholastic Book Fairs, The Social Security Administration, T Mobile, UNICEF, Walt Disney World and the U.S. Army. His extensive international work has been with companies such as Corporación Elite, Ecuador, Grupo Industrial de Monclova, Mexico, Mavesa de Venezuela, Minerven, Mota-Engil, Portugal, and the Bermuda Employers Council.

In both corporate and academic settings, Bob has taught graduate level courses in the Executive Doctorate, MBA and Masters of Human Resources (MHR) programs and business application training in the areas of strategic leadership, agile leadership, organization behavior, influence strategies, human resource management, supervision, and training and development. He is a native of Birmingham, Alabama, holds a B.S. in Marketing from the University of Alabama and a Ph.D. in Workforce Education and Development from The Pennsylvania State University. Bob co-authored the books *The Strategic Human Resource Leader: How to Prepare Your Organization for the 6 Key Trends Shaping the Future* (Davies-Black, 1998), *HR Transformation: Demonstrating Leadership in the Face of Future Trends* (Davies-Black/SHRM, 2009), and the *Encyclopedia of Human Resource Management – Volume One* (Wiley, 2012).

## Faculty Biography

- **Shanna Ullmann, Ph.D.**



Shanna Ullmann is the founding partner of Transformation Partners, offering specialized consulting and employee learning and development programs empowering clients to be more successful in all aspects of their business engagements. She has worked with a wide range of professionals teaching them the art and practice of effective interactions and communications with clients and between colleagues.

Shanna has over 25 years of hands-on human relations, executive education and corporate training experience advising global corporations, universities, the US military, non-profits and US Federal government organizations on Leadership Development, Strategic Planning, Constituent Engagement, Cross Cultural Communications, Diversity and Employee Relations, Professional Etiquette and Protocol, Business Communications, and Mediation and Workplace Conflict Resolution. She currently holds a Dun & Bradstreet Open Ratings Past Performance Review of 100% satisfaction from clients. She has extensive experience as an adjunct instructor with the University of Alabama, Auburn University, Rollins College, USAF Air University, University of Central Florida and Fordham University.

Shanna is a graduate of the Protocol School of Washington in Washington, DC, and is certified as a Master Trainer in Business Communications, Professional Business Etiquette and Protocol, and International Protocol. She is a certified Master Trainer by the American Society of Training and Development. In addition, Ms. Ullmann holds certification as a Diversity and Cross-Cultural specialist through the Interchange Institute in Cambridge, MA. She is also a certified Workplace Conflict Resolution trainer through Mediation Training Institute International, as well as holding triple certification as a Professional Mediator in Workplace Conflict through Mediation Training Institute International, the Pulse Institute of Canada, and the Justice Center of Atlanta. Ms. Ullmann holds a B.S. in Human Resources Management from the University of Alabama and a Ph.D. in Mediation and Conflict Resolution from Euclid University.

## Faculty Biography

- **Jacqueline Brito, MHR**



Jackie Brito has been a trusted advisor for more than 30 years, Jackie has helped executives deliver on the promise of tangible results. Her strategic recommendations on organizational culture, human capital risk prevention, and executive and transformational leadership have enabled leaders to reach their operational and fiscal goals.

To equip a broad range of clients for success across their professional and personal lives, she developed the Balanced-Life Perspective™—an introspective coaching assessment—which she has used to coach company presidents, C-level leaders, entrepreneurs, and attorneys, among others.

Before launching HR Asset Partners, Jackie had a proven track record in leadership development, succession planning, and positive employee relations.

Jackie served as the assistant dean of admission and marketing at Rollins College's Crummer Graduate School of Business for nearly a decade. While there, she provided executive, leadership, and transformational coaching for graduate students, alumni, and employees. In that role, she was responsible for data-informed strategic planning and implementation of recruitment, admission, and marketing goals and worked closely with other senior leadership to achieve them.

Before Rollins, Jackie established a successful career in the mass communications and aviation industries. She holds a bachelor's in organizational behavior, a master's in human resources, and a Mini-MBA from Rollins College. She is the first in her family to graduate from college and continues to teach graduate-level business courses at her alma mater.

A thought leader in human capital risk assessment and prevention, she holds the following certifications:

- Professional Certified Coach (PCC)  
International Coaching Federation (ICF)
- Emotional Intelligence Certified Practitioner (EQ-i 2.0/EQ 360)  
Society of Emotional Intelligence International
- Senior Certified Professional (SHRM-SCP)  
Society for Human Resource Management (SHRM)
- Senior Professional in Human Resources (SPHR)  
HR Certification Institute (HRCI)
- 5G Essential Power Skills Mastery  
Alpha UMi Inc.

# THE IMPORTANCE OF TRUST IN LEADERSHIP

**TRUST** gives you the permission to give people direction,  
get everyone aligned,  
and give them the energy to go get the job done.  
**TRUST** enables you to execute with excellence  
and produce extraordinary results.  
As you execute with excellence  
and deliver on your commitments,  
**TRUST** becomes easier to inspire,  
creating a flywheel of performance.  
– Douglas Conant

