



“ 2025 Leadership for Managers”

5 sessions of 4 hours each

VIRTUAL TRAINING

This is a broad-spectrum leadership course for senior leaders, managers, supervisors, group leaders, and high potential professionals. The topics and training create a much higher caliber of leader. The course contains content not normally found in other leadership courses, such as body language, having principled accountability discussions, and behaviors that enhance trust.

The course is experiential and lively, including humorous stories, role playing examples, magic illusions, videos, and other ways to make the information memorable for the participants. Have fun while you learn vital skills. Content updated for 2025 now includes Artificial Intelligence, information on DEI, and recent national data on mistakes most managers make.

This course can also be **customized** for family groups. Leadership teams can select topics for emphasis, and all content can be put in terms of the specific industry or location. The program is **flexible** in terms of time needed and content covered.

The standard course is presented virtually in five sessions from 8:30-12:30 (Eastern time) on five consecutive Friday mornings. You can attend from any computer and any location. For information or to register, call **Cassidy Pendell at 585-944-5080** or send email to Cassidy.Pendell@Greaterrochesterchamber.com .

Facilitator: International expert on Building Trust in organizations. Lifetime Achievement Award Winner as Top Thought Leadership in Trust by Trust Across America: Trust Around the World. Named BEST Consultant by CNY ATD. Author of five books on trust and over 2000 articles and videos on trust and leadership. Certified Professional in Talent Development by ATD.



The TRUST Ambassador

Bob Whipple MBA CPTD

Session 1 – Leadership, Motivation, and Culture

1. Group brainstorm and discussion on the nature of success
2. Key learnings from Napoleon Hill and Earl Nightingale
3. 10 Minute Self Evaluation (before training)
4. High level perspective on leadership – contrast leaders and managers
5. Lou Holtz DVD - Do Right (Video)
6. Theory from Maslow and Herzberg on motivation
7. Applying motivation theory in today's workplace. What has changed in the past year
8. Experiential self-motivation exercise
9. Surprising Motivation – Dan Pink (Video)
10. The essence of culture and how to build a culture of trust
11. Dealing with the problems of low engagement and quiet quitting
12. Avoiding the typical leadership traps
13. Problems in today's workplace (surprising current research)

Session 2 – Leadership and Building Trust

1. The nature of trust
2. Sharing data on worldwide trends in trust
3. Defining trust and how it governs all aspects of a business. The **impact of trust!**
4. Measuring current trust level in your organization
5. Discussion of types of trust and things that affect it
6. Appreciative inquiry - what is already working well
7. The "Leadergrow Trust Model" and the leader's role in building trust
8. Demonstration of "The Ratchet Effect"
9. The power of understanding the "**I AM RIGHT**" Button
10. Trust builders and trust busters
11. Stephen M.R. Covey's New Book "Trust and Inspire"
12. Data on the link between trust and organizational performance (including financial)
13. Trust and accountability – hold people accountable in a principle-centered way
14. Healing a breach of trust
15. Role play on trust compromised
16. Trust during a merger, acquisition, or other major change initiative
17. Lessons from the COVID years

Session 3 – Communication and People Skills

1. Emotional Intelligence - the key to good leadership
2. Personality tests - uses and precautions
3. Organizational politics – avoiding the pitfalls
4. My Stroke of Insight - Jill Bolte Taylor (Video) on how the brain works



5. Conflict management and resolution
6. Dealing with personality disorders (bullies, narcissists, passive, etc.)
7. Difficult employees role play
8. VAK model - Improving the connectedness with people
9. Improving online communication (e-mail) - eliminate numerous problems
10. Reflective Listening Skills
11. Communication styles of the different generations
12. Reading and controlling Body Language
13. Rumor control
14. Improving meeting effectiveness
15. Stress reduction
16. Teamwork exercise

Session 4 – Organizational & Corporate Skills

1. Building a great Strategic Framework
2. Flexing in times of global unrest. Avoiding panic
3. Values, Vision, Mission. Get these right
4. Exercise on great visions. Contrast great with poor visions
5. **Harnessing the power of AI** (video)
6. Increasing your customer focus. Avoid the traps
7. SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
8. Managing Behaviors. Critical but often overlooked
9. Developing an excellent strategy
10. Enrolling People – the key to alignment
11. Common Management Traps in using data (with role play)
12. Excellent employee feedback and communication systems

Session 5 – Integrating Work and Your Life

1. “Triple Crown Leadership.” Content and **videos** by Bob and Gregg Vanourek
2. Managing Change. 9 step model to successful change initiatives
3. Theory from “Good to Great” - Window/ mirror analogy etc.
4. Jim Collins – Author of Good to Great on Level 5 Leadership (**brief Video**)
5. Negotiation skills -many key skills
6. Mentoring - the power and the precautions
7. Training your brain to think differently
8. Improving utilization of time
9. Plotting your future with accuracy
10. Tips about money
11. Obtaining a balance in life
12. Change Your Mindset and Change Your Life– Colin O’Brady (**Video**)
13. Giving back – build your own legacy

FREE Bonus: Access to two excellent **video programs**. (30 short videos in each program)

1. Building Higher Trust
2. Reducing Conflict in Organizations