

# ENGAGING LEADERSHIP

Improve workplace culture.  
Increase employee and  
customer loyalty.  
Gain competitive advantage.

*integro*  
leadership institute

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## What is Engaging Leadership?

This leadership development program has an immediate positive impact on employee engagement. It consists of a two day seminar and a required workplace application project. This ensures that leaders use the knowledge and skills learned to increase trust and engagement in their teams. It focuses leaders on taking their teams beyond engagement to delivering value your competitors cannot match.

"I have no doubt that without the changes we have made in our organizational learning and leadership capabilities through Intégro, we would have been unable to provide the excellence in customer service and relationships that we strive for. This enabled us to double sales in our core business over three years while increasing staffing levels by just 29 percent."

General Manager,  
Rondo Building Services,  
Sydney, Australia

## What kind of leaders get the most from it?

Leaders at all levels of the organization benefit from the **Engaging Leadership** program. From the frontline team leader to the CEO, all leaders need to be flexible in adapting to change, get all team members involved in innovation and create an engaging work environment.

## What outcome can be expected?

An increase in employee engagement, customer loyalty, and profit. This program focuses leaders and their teams on delivering value your competitors can't match. Unlike many leadership programs, **Engaging Leadership** requires leaders to be accountable for improving results. For example, we don't just talk about the importance of adapting to change and building trust with employees and customers – we measure it!

We then equip leaders with the tools they need to increase employee engagement and gain their commitment to delivering superior value to both internal and external customers.



## Another Intégro Success Story

A technical call center in Newark, Delaware went from last place to first place in customer satisfaction ratings among its industry competitors in less than two years. How did they do it? Following the Intégro approach, the senior management team encouraged the customer service representatives to take responsibility for setting their own goals and increasing customer satisfaction. The company still holds the top spot for customer satisfaction six years on.

## The Intégro Difference

Most leadership development programs hit all the right notes: responsibility, performance, engagement, collaboration, and communication.

But how many result in real change in the organization's culture that increases adaptability and innovation?

### **This is why Intégro is different.**

A tough economy requires more than just talk. It necessitates action and results from all employees.

Engaging Leadership is more than a training program. It provides leaders with the skills, tools, and methodology to use a trust-based leadership approach that delivers measurable and sustainable results. This is a process, not an event.

"Leadership development with Intégro has truly changed the way I perform and communicate with my team. It has left a **positive imprint** on my personal life, as well as with colleagues I interact with on a daily basis. Each session with Intégro is jam-packed full of **priceless lessons** to take back and instill in my day-to-day team interactions. I no longer light a fire under my staff... *I light a fire in them...* and it truly has made all the difference in the world!"

Director of Diagnostic Imaging,  
Unity Health Center,  
Shawnee, OK, USA

**Flexibility**, the ability to adapt quickly to change, is an essential starting point for leaders needing to respond effectively to continually changing customer needs.

- Leaders clarify the role of the new leader:
  - Having the flexibility to lead in a rapidly changing environment
  - Making innovation everyone's job
  - Getting all employees committed to delivering value your competitors can't match
  - Managing the environment, not people
- Leaders get feedback about their leadership style and leadership priorities based on the **DiSC® Behavioral Model**.
- Leaders increase their self-awareness and self-management competencies by learning to manage instinctive reactions to change and be more objective in decision making.

- **Personal Responsibility Model:** Being accountable for the work environment you create
- **The Elements of Trust™:** four behaviors essential for building trust
- **Trust-Based Leadership:** essential to increasing trust with employees and customers
- **The Change Cycles:** change is an opportunity, not a threat
- **Everything DiSC® 363™ for Leaders profile:** identifies leadership style and three personalized strategies to improve leadership effectiveness
- **Flexibility and Trust Survey™:** feedback from others on your level of interpersonal flexibility

Employees come to work every day with unspoken expectations. How well those expectations are met has a significant impact on how engaged the employee will be.

- Leaders learn to use the **Work Expectations Profile** to identify their employees' expectations, and whether they are met, or unmet.
- Leaders also identify their own expectations and what impact their expectations have on the work environment they create.
- Leaders develop skills in using the **Work Expectations Profile** to improve communication with their employees, specifically focusing on increasing engagement and trust.
- Leaders develop action plans for creating a work environment that focuses all team members on delivering exceptional value to both internal and external customers.
- **People Skills:** four skills that increase employee engagement and commitment
- **The Values That Build Trust:** eight values employees and customers need to build loyalty to your organization
- **Flexibility and Trust Survey™:** feedback from others on your level of interpersonal flexibility
- **Work Expectations Profile:** measure employees' expectations, and whether they are met or not met

### Leader's Follow-up Application

After the session, leaders take team members through the **Work Expectations Profile**, and using the Engaging Leadership Development Journal document progress made in their one-on-one coaching sessions.

For more information on Engaging Leadership and the Leadership Development Process from Integro Leadership Institute, please contact us:

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