

# Leadership for Excellence

## The leader... that is you!

“Experiencing leadership and being immersed in it completely.  
It’s a must!”

– *Henk van Dongen*, Training Consultant,  
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## Developing your own leadership style

The Leadership for Excellence training is about powerful and credible leadership based on self-insight. The training is a follow-up to the Communication for Excellence training. During the training, you learn how to develop your own leadership style, fully based on your strengths and exemplary behaviour. A leadership style that inspires team members to excel under all circumstances.

No tricks for quick (and short-lived) success, but powerful leadership in a credible way, founded on self-insight. Leadership for Excellence is a follow-up to Communication for Excellence. The tools of the latter are the basis for all subjects dealt with in Leadership for Excellence. The focus is on developing self-insight required for creating a leadership style that is one hundred per cent authentic. A leadership style that inspires team members to excel under all circumstances.

### Creating collective passion

Good leadership is a matter of making optimum use of not only your energy and talent but also the energy and talents of your team. You have to know how to manage your employees without seeking to control them. A good manager is not afraid of criticism but considers it a chance for further personal growth. Working efficiently and meeting engagements are not sufficient

for success. What matters is a collective passion, the passion to be successful as a team. We teach you how to create a working environment in which your team members get the best out of themselves and each other. We teach you how to inspire in the best possible way and to delegate in a way that stimulates the further growth of employees.

### Responding to a world full of change

The 24-hour economy tries organisations and their employees to the limit. Economic changes and political and social developments put immense pressure on companies. More needs to be done with fewer people again and again. A good manager asks the right questions to know what the organisation needs at any specific moment to be able to respond to these changes adequately. .

### From suffering to leading

The training is intended for (project) managers and senior (executive) employees who have taken the Communication for Excellence program. In Leadership for Excellence, managers and senior (executive) employees learn how to drive interaction between individual team members and between the various layers of their organisation effectively and permanently. You learn how you can mobilise and use all the talents that are present to take the initiative and share experiences independently. The Leadership for Excellence training takes three consecutive days (8:30 a.m. - 8:00 p.m.) plus a fourth day (8:30 a.m. - 6:00 p.m.) two weeks later. The training focuses on five themes:

#### 1. Teamwork

Only a closely-knit team is decisive, but what is the best way to create one? What are the critical success

factors? All aspects of professional teambuilding are dealt with in more detail. You learn how to overcome obstacles that might prevent a team from being closely knit: negative nuisances, or emotions and the team breaking down into smaller groups on the shop floor. You will gain more insight into what leadership really means and what it takes to be accepted as a natural leader by the group.

#### 2. The difference between management and leadership

You learn how to inspire your team effectively, not by exerting pressure or power, or by manipulation, but by using the energy and talent of the group. Leadership for Excellence makes you see and feel the difference between management and leadership, by means of examples from your own practice. You are given the insights and skills you need to be a genuine leader rather than merely a manager.

#### 3. The importance of feedback

Being open to each other's feedback is a precondition for a team to function well. This means being able to give feedback and being able to receive feedback. Feedback is an opportunity for growth that allows you to improve. Hardly anybody, however, will dispute the view that giving feedback is difficult and that



receiving feedback is even more difficult. With respect to this theme you will learn how to provide feedback constructively and from sincere commitment, so that the message comes across as it is actually intended. You will also learn how to be at the receiving end of negative feedback and consider it a growth opportunity.

*4. Leading as a human being rather than from a job title*  
Inspiring employees is all about exposing and making better use of your own social skills and personality as a human being. Inspiring is what you do from your own self as a person rather than from a job title. Do you find it hard to show your vulnerability and to speak about passion and motives? During this part of the training, we have no inhibitions, and you will learn that showing emotions is not a weakness but a strength!

*5. Dealing with resistance to change*

To keep up with socio-economic changes as an organisation, you have to be able to adapt continuously. Adaptation is precisely what causes resistance in the team. Why? Because everybody reacts differently to change. Imposed change does not work or is only brief at best. Permanent change requires behavioural adaptation. Employees need to see the use and necessity of a different working method. You learn how to make this happen as a leader. You are going to see through the natural reflexes of your people during change processes, so that you can anticipate in time and address any resistance before it leads to a revolt.

### **Working Method: Learning By doing**

How Company works with the so-called 'experiential learning' approach. This method enables people to translate theory into practice immediately and ensures that the acquired knowledge and experiences have a long-lasting effect. Every program goes into each participant's own practical situation and specific issues he or she experiences. The program is firmly rooted in the reality that each of us is 100% responsible for the results in our life. The approach is result-oriented and pragmatic and revolves around the central question: what am I going to do to solve what is not working and create what I want? The How Company trainers are very experienced in creating a training environment that is both safe and challenging, and in which participants feel comfortable to express themselves fully. The unique How Company approach, which combines strategic frameworks with human and practical aspects, takes the concept of result-oriented management to a whole new level.

## **Highlights Leadership for Excellence**

Taking the Leadership for Excellence training has many benefits:

- You are trained in teambuilding: you learn how to spur employees into action and keep them active to the maximum extent. You learn how to use feedback as an effective tool for growth
- You develop skills that enable you to develop your own leadership style to its full extent
- You learn how to use your own inspiration and exemplary behaviour to create a working environment in which team members are willing and able to excel
- You learn how to forge a team by means of an authentic and human leadership style, which creates successes for the organisation, and also how you can spur people into action during change processes
- You learn how to develop the insight you need to ensure that the working environment is spurred into action and remains active
- You learn how to develop confidence and decisiveness and use these qualities to develop your personal leadership
- You learn how to develop the daring needed to inspire

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**Go to [www.howcompany.nl](http://www.howcompany.nl) for the practical details of this program.**