



Building a Winning Business

2-day Bridgeworks Leadership Program

"Building a Winning Business" is a two day leadership program incorporating well proven Aussie strategies including Integro's "How Others See Me" **'Looking in the Mirror'** process. This powerful tool helps managers/leaders/sales people to compare perception of their behaviour with reality. The gap between the two becomes the learning zone.

People ARE different in the way they communicate to others. **Trust and respecting these differences** are cornerstones in successful leadership. Much time and energy is wasted in tasks and projects when people make assumptions about communication.

Leaders who have a better understanding of their influencing style and others **gain better endorsement and results** from their people.

The process has been designed by Aussies for Aussies.

How do we do it ?

Bridgeworks deals with practical situations, not textbook theory, therefore concepts are best learnt by using an indoor/outdoor approach. Our outdoor challenges are designed to test your communication, leadership and trust building abilities, not your physical abilities - challenge by choice and safety are our prime concern.

These challenges accelerate the learning process so that people **learn by doing, not just talking about it!**

The Bridgeworks experience requires total commitment in terms of time, energy and enthusiasm.

DAY ONE: You, Your Leadership, Your World

During this day you will learn logical strategies in better understanding, yourself, the people you lead and others significant in your 'day to day' (this includes family!).

You will be challenged with questions such as:

Leadership – Do you deserve it? Have you earned it? What is it anyway? How different is it to management?

At Bridgeworks, we measure everything we do. On this day, you will be measured in regards to your style and effectiveness of your leadership.

1. Understanding your business & leadership style - "how you see yourself"

" Above all else, know thyself " Socrates

The starting point is you and your leadership.

- "How I see myself" - the Australian version of the DiSC Personal Profile System enables you to identify your behavioural preferences - in other words, your communication style
- More importantly, it provides invaluable information on your behavioural **strengths, weaknesses and motivations**
- It also provides strategies for improving personal and interpersonal effectiveness
- This helps you understand how you ...
 - communicate with others
 - solve problems & manage change
 - behave when under pressure
 - make decisions
 - manage your time
 - build trust

2. Perception of your leadership versus 'reality'.

How others see you - "*looking in the mirror*"

- The "How Others See You " profile provides you with feedback on the **actual impact** you have on others, as measured by colleagues or staff
- The key benefit it provides is a comparison of "**How you see yourself**" with "**How others see you**" - *perception versus reality !*
- Many people are unaware of the impact they have on other people - the Integro process helps you remove your "*blind spots*" "*We don't get where we want to be by fooling ourselves about where we are*"
- First you must know how to manage and lead yourself, by understanding your natural influencing style and learning when its appropriate or inappropriate to use it - that is, **developing flexibility and versatility**
- Managers sometimes believe they can change people's behaviour and yet behavioural preferences are relatively unchanging
- Rather than focussing on changing behaviour, they should first focus on understanding and accepting that people are different, and knowing how to work with these differences - **using diversity to achieve better results**

DAY TWO - Building Business Culture through your Leadership.

Are you a Leader, Boss or Bully? What type of culture does your leadership create? Do you know when to follow, when to lead, when to manage?

"First Seek to Understand, Before Being Understood" Stephen Covey 7 Habits

1. Effective communication

How do we get on the same wavelength as those we wish to influence?

The three steps to leadership success. Successful leaders...

1. know themselves, i.e. their own strengths, weaknesses and motivations
2. can recognise the needs and expectations of others
3. and can **adapt their own style** to meet those needs and expectations

2. Building Trust

What is the difference between being trustworthy and building trust?

- Most of us believe we are trustworthy and yet sometimes, even though we think we are doing the right thing, we fail to build trust with others
- Recognising the four behavioural **elements of trust - reliability, openness, acceptance and straightforwardness**
- Understanding the strengths and weaknesses of each behavioural style in developing the elements of trust
- Learning how to build trust with different behavioural styles to create long term relationships
- Why the **"golden rule"** in dealing with people is wrong. We use the **"platinum rule"** ...instead of treating people as *you* want to be treated, treat them as *they* want to be treated

3. How do we build interpersonal flexibility?

This is the key to successful relationships, getting results through people and capitalising on change

- **are you...**
 - flexible or inflexible ?
 - proactive or reactive ?
 - constructive or defensive ?
 - **win / win** or **win / lose** (eventually **lose / lose**) ?
- **do you...**
 - see change as an opportunity or a threat ?
 - accept responsibility or bitch, whinge, complain, blame & shame ?
- The **"How others see you"** feedback system provides you with a second mirror that measures your interpersonal flexibility, as seen by your colleagues and staff
- It provides you with feedback on your specific behaviours and attitudes that either help or hinder you in building trust and dealing with change

4. Putting Leadership into Action

As leaders, building trust does not happen automatically as a result of being "trustworthy". It is necessary to be aware of the way our behaviour impacts on other people, and to know how to behave in a way that builds trust.

- Successful leadership of people is dependent on the ability to build trust
- People work far more productively for people they trust
- People reach agreement far more quickly in negotiations, when trust has been established
- Teams can only put all their energies into a common goal, when trust is present

Putting it all together – Action plans and commitments

Laying the foundation and creating your own future.

Based on the "How others see me" reports and program feedback, participants develop action plans they can implement to achieve **personal, team and leadership** goals.

The plan should incorporate the following...

- What do you really want to create in your business?
- What obstacles prevent you from creating that dream?
- Who owns these obstacles?
- What actions will the owners take to remove these obstacles?

Investment (incl GST):

2 day "Building a Winning Business" Leadership program – \$2,750. Second person from same company ONLY additional \$1,500 - i.e. \$4,250 for 2 people.

Investment includes a complete Integro "How I See Myself" profile, on-line "How Others See Me" profile – *both behavioural* (measuring your leadership style) *and flexibility* (measuring your trust building ability), comprehensive manual, handouts, meal/refreshments and leadership scenarios.

Expect the unexpected! We look forward to you joining us.

TO BOOK or more program details call the Bridgeworks office on 03-9585 7990 or email me on wayne@bridgeworks.com.au