



PeakLeader™

Peak Performance Leadership Skills

- techniques to lead an organisation to be motivated and super productive

Introduction

The staff in the 21st Century should be more strategic, i.e. corporate objectives focused. They are required to solve problems and make decisions. They are no longer mindless automatons who take orders from the boss.

Today's modern organisation need a strategic leader who take the organisation to new heights. The old manager who roars at his staff is dead. This new role as leader requires a total mind shift and also latest methods of leading teams. The days of the leader being the who knows every thing and answers to every problem has taken the route of the dinosaur.

Research has shown that a huge majority of people don't leave their company but leave their boss. So to motivate your staff you need a different tool kit from what your father or grandfather used.

The success of the company depends on the success of each individual staff. Only a Peak Performing Leader is capable of leading her team to achieving corporate objectives that are aligned to the staff's personal goals and values.

The job of the 21st century leader is one of the toughest jobs. Staff are no longer loyal to corporations but themselves and their families first.

The Peak Performing Leader is able to motivate and coach his team to higher productivity. Only the Peak Performing Leader is capable of leading his team to places the staff go willingly.

This programme develops Leaders' coaching skills.

What is the impact of coaching on your staff?

It directly boosts your topline because your staff become more productive. It directly slashes your costs because staff become cost efficient in their operations. Therefore, coaching indirectly swells up your bottom line.

Your staff retention levels increase so saving you the headache of constantly filling vacancies.

Coaching is an essential leadership skill every leader has to have. Period. A leader who doesn't know how to coach is an ineffective leader - a failed or failing leader to be accurate.

The standard coaching programme is based on the GROW model. This has been the mainstay for years. Unfortunately, the GROW model's weakness is that it only focuses on the task of coaching and overlooks what drives the coachee.

This programme's AIGROW coaching model is an adaptation of the GROW model and rectifies the weaknesses of the GROW model, using an Appreciative Inquiry approach to the GROW model.

This programme is designed for non-sales management staff. For sales management staff we have developed a specific programme targeted on sales management issues named StratSalesLeaderS™.

The Programme

Course Objective

To boost the leadership skills of all leaders to be able to boost performance of their teams.

Who should attend

- * Everyone with the title of CEO/President/Manager/Director/VP/GM/MD
- * Supervisors
- * Staff being groomed for management positions

Course Benefits

- * Be able to Improve Communication Effectiveness
- * Be able to conduct effective meetings
- * Be able to make effective decisions
- * Be able to implement effective staff recruitment system
- * Be able to implement effective staff retention system
- * Be able to implement effective staff development system

- * Be able to flex their leadership styles
- * Be able to coach using the AIGROW™ model
- * Be able to set SMART goals
- * Be able to perform effective Questioning & Listening
- * Be able to motivate staff
- * Be able to conduct effective performance appraisal interviews
- * Be able to list the different reward systems

Course Methods

This training course will be delivered in a highly engaging and interactive way.

There will be:

- * Trainer input and tips through short presentation, demonstration and discussion
- * Individual and small group exercises with facilitated group review of learning
- * Group discussion
- * Practice sessions in pairs or trios with feedback and coaching

Duration

- * 2 Days

Course Outline

Day 1

- * Introduction to Leadership
 - ★ Managers vs leaders
 - ★ Fundamentals of Communication
 - ★ Conducting effective meetings
 - ★ Effective decision making
 - ★ The 4Rights™ formula for peak performance
 - ★ Determining your leadership personality
 - ★ Nature of leadership
 - ★ Leadership challenges
 - ★ Strategic leadership
 - ★ Leadership characteristics and skills
 - ★ Flexing leadership style
 - ★ Tools and techniques of leadership
 - ★ Role of Emotional Intelligence
 - ★ Planning & Analysis
 - ★ Outcomes of effective Leadership
 - ★ Tackling problems encountered

Course Outline

Day 1 (cont'd)

- * Recruitment & Selection
 - ★ Job descriptions & job specifications
 - ★ Questioning Skills - Brain HooknRod™, Ziplt Moment™, Spanner-in-the-Wheel™
 - ★ Listening skills
 - ★ Basics of Body Language
 - ★ Fundamental Interviewing skills
 - ★ Scientific selection methodology
 - ★ Psychometric tests

- * Training
 - ★ Types
 - ★ Frequency
 - ★ Responsibility

Day 2

- * Aligning people
 - ★ Motivation
 - ★ Coaching - Fundamentals of AIGROW™ method

- * Performance Development
 - ★ KPIs & Metrics
 - ★ Reporting system
 - ★ Performance management system - The CoaDevF™
 - ★ Monthly reports
 - ★ Appraisal interviews
 - ★ Succession planning

- * Rewards
 - ★ Increments
 - ★ Incentives
 - ★ Non-financial

Elements from this programme have helped companies, like Astra Pharmaceutical, Novartis Corporation and Sanofi Pasteur to boost their employee performance levels. A combination of this programme elements, SurgingSales™ Selling Skills and PerformBoost™ Coaching Skills boosted growth of one of these companies by 465% over an 8-year period.

The Trainer

James Pereira

James Pereira spent 22 years in the pharmaceutical industry in several Multi-National Companies. He has been involved in sales and marketing as a Product Manager, Sales Manager and Sales & Marketing Director in the Malaysia, Singapore, Brunei sub-region.

Among his achievements in the pharma industry were developing a performance management system and initiating a career development programme in his Division for succession planning purposes. His OD initiatives resulted in rescuing doomed divisions and even taking a Division from USD 3 million to USD 30 million in 9 years.

He operated a pharmacy with his wife that developed his skills in B2C reputation marketing and customer engagement techniques.

After leaving the pharma industry, he spent 2 years in the academic world as a Deputy Dean of the Post Graduate School in a private university. He obtained a grant from the Ministry of Higher Education to develop a Malaysian Appreciative Inquiry Model to boost performance among Malaysian companies. He is also a Visiting Lecturer for the University of Sunderland (UK) MBA programme delivered at SEGI College.

James obtained a BSc (Hons) from USM in 1986 and an MBA from Strathclyde University in 1995 and received the Book Prize for Organisational Development.

James is a business columnist with Free Malaysia Today news portal, sharing his expertise on organisational development and reputation marketing topics.

He founded Lion Reputation Marketing Coach providing revenue generating services to companies in Malaysia and North America focusing on Performance Development Consulting and training in Leadership Skills, Coaching Skills, Selling Skills, Sales Leadership Skills and Marketing Planning Skills.

James has spent many hundreds of hours as a life and business coach with U.S. based T.Harv Eker's Reasons or Results Worldwide, coaching Malaysian and International clients.

Among the clients he has provided consulting and/or training services include

- * **Healthcare** - D'Apotic Pharmacy, Tripti Bumis, Beverly Wilshire Medical Centre, Tropicana Dental Surgery, Smith & Nephew, Holista Coltech
- * **Swiss Luxury Watch Brands** - Breitling, IWC, Jaeger LeCoultre, Audemars Piquet
- * **Luxury & Common Automobiles** - Ferrari, Lamborghini, Hyundai Sime Darby
- * **Fortune 500 Companies** - McDonalds & Domino's Pizza
- * **Logistics** - Shriro, Megalift, Multi-trans
- * **Oil & Gas** - Enersea, IDS, Upeca
- * **Electrical & Electronics** - Schneider Electric, KVC, RPS Automation, MCL, Logic Builder, Pentapower, Combi Master Drives, Cupex Electrical, Compact Electrical, Maydenki
- * **E-commerce** - ZiccoTees, Covo Cosmetics
- * **F&B** - Bella & Luca Pasta Fresca, Baby Cakes Shoppe, La Taverna Restaurants
- * **NGOs** -TECH Outreach, Bethel Community Centre, Malaysian Dietary Supplement Association, American Forests

James is an HRDF Certified trainer as well as an Associate Trainer with the Federation of Malaysian Manufacturers, Leaderonomics, RCS Dynamics, Tactics Asia and Blaze Avenue.

James serves as a member of the Harvard Business Review Advisory Council, Smartbrief Advisory Panel as well as a member of the National Human Resource Standards Interest Group Network.

About Lion Reputation Marketing Coach

LRMC is Malaysia's First Reputation Marketing organisation dedicated to helping businesses of any size in any industry to boost their profits by building their online and offline reputation via continuous improvement of their core functions, core processes and core competencies. We consult and coach companies to jumpstart their operational areas to supercharge their sales, slash costs and explode profits.

Training and Development of staff competencies in relevant areas to enhance performance and reputation is one of the core services LRMC provides.

A Bottom-Line Series Programme by



Lion Reputation Marketing Coach

Lion Reputation Marketing Coach (002193513-W)

31 Jalan Tempinis Kiri, 59100 Kuala Lumpur

Tel:6012-2829156

www.lionreputationmarketing.com

email: james.pereira@lionreputationmarketing.com