



Mastering Leadership Dynamics Program

Turning untapped leadership potential into unmatched performance

The quality of an organization's performance cannot exceed the quality of its leadership

What do Leaders, Followers and Organizations Gain from Farr's Leadership Development?

Farr's unique psychological perspective, combined with powerful tools and insights, delivers results well beyond "skills based" training. Farr creates the powerful impact required to help leaders think and respond through intentional Conscious Leadership™ rather than impulsive "knee jerk" reactions to a situation. In our program, leaders learn to recognize and apply the appropriate strategies, based on exactly what the situation calls for. As a result, leaders are well prepared to effectively inspire greater performance, regardless of the situation or personalities at hand.

Followers gain a reliable and trusted leader who is consistent and organizationally focused in their actions. This has a significant impact on the individual's and team's performance by raising engagement, accountability and commitment to organizational goals and strategies.

Organizations, when strategically developing a leadership bench, gain a stable and reliable foundation which drives enterprise wide performance. The consistency, created by developing a leadership culture, promotes high levels of trust and collaboration that are focused on solving pressing business challenges and leading positive change.

What will Leaders Learn in the Mastering Leadership Dynamics™ Program?

With Farr, leaders develop the life-long skills of Conscious Leadership™ and thus the proficiency to effectively communicate and lead both strategically and tactically by improving their ability to:

- Manage themselves and build deep-seeded commitment from others
- Manage the full spectrum of motivators that build trust and inspire performance
- Create an organization in which people assume personal accountability
- Communicate information in a way that resonates with all types of people
- Align teams around organizational goals and strategies
- Accelerate and expand their own leadership role

Organizational Leadership Development Impact Study

In a 317-person study at a \$130 billion financial-services company, graduates from Farr's Mastering Leadership Dynamics participants were compared to a matched data set of their peers who had not yet attended Farr. The study looked back over five years of employment data and found remarkable results:

2.7X

faster promotion rate
than their peers

31%

higher retention rate among
Farr leadership graduates

\$13.2M

saved in replacement
costs over five years

Creating Sustainable Results and Performance Measurements

We know that most training results are short lived because the engagement and experience lacks depth, changes are not reinforced, and the training does not directly impact behavior. This is why Farr developed the Leadership Launch Point™, an embedded process that engages participants both before and after the five day program. This robust process, that reinforces Conscious Leadership's™ impact, requires the manager to set and achieve specific leadership goals with the attendee.

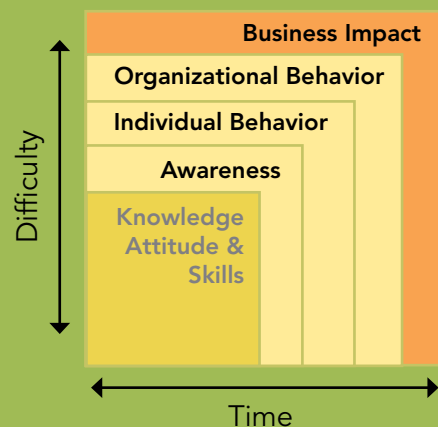
In addition to this unique process which enhances the program's impact, Farr limits the class size to just 12 participants, to ensure a high level of participation and individual attention to each person's specific leadership and organizational needs.

About the Leadership Launch Point™

- Prior to attending this five-day Program, participants take three assessments, and deliver a feedback survey to their peers, subordinates, and managers. This feedback survey will be used to establish leadership perceptions to help the participant develop, measure, and meet the goals that they set in their Leadership Action Plan.
- Participants and their managers will also identify leadership target areas for improvement, and set outcome expectations from the workshop. This information will be used throughout the workshop to help prepare a comprehensive Leadership Action Plan.
- During the workshop, participants create a preliminary Leadership Action Plan which consists of specific goals, based on the feedback and the self-discovery they gained during the program.
- Six weeks after the workshop, participants will participate in a conference call with a Farr consultant and their manager, to get input and finalize their Leadership Action Plan.
- Six months after the workshop, Farr redistributes the feedback survey to their peers, subordinates, and managers, to assess their progress. Farr is the only leadership development firm that builds in a strong ROI, through robust measurement capabilities. We believe it is essential to measure the results from your leadership investment. Likewise, it is important for the program attendees to have a gauge for their improvement so they can acknowledge their growth and continue in their leadership development process.

Impacting Business Results Through Effective Leadership Behavior

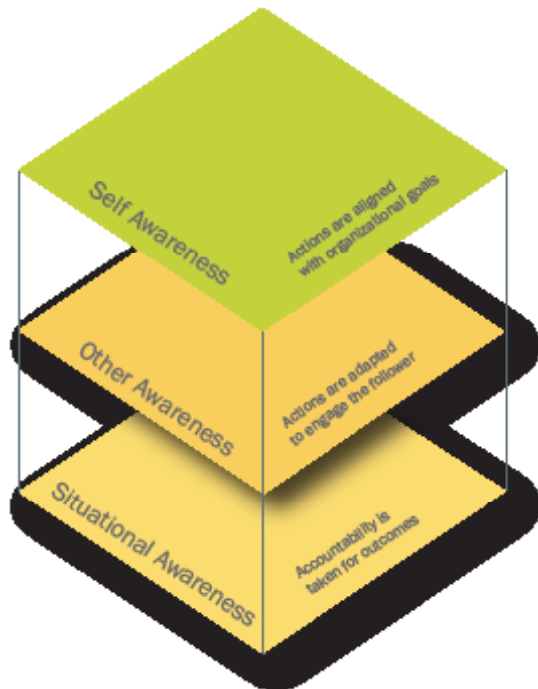
Farr's leadership development operates beyond skill and attitude training. By focusing on the subtle and obvious behaviors, that derail effective leadership, Farr creates both a high level of awareness and the clear benefits of changing these behaviors. When strategically applied throughout an organization, the impact on business performance can be exceptional.



Farr's Conscious Leadership™ Model

The critical factor for creating positive and sustainable leadership impact

Conscious Leadership™ is the art and science of acting to maximize individual and organizational performance by being fully aware of yourself, your followers, and the role external influences play on outcomes.



At any given moment most leaders are conscious of and utilize only a fraction of their knowledge, intuition, and experiences. This places an unnecessary limitation on their ability to lead their teams or organizations. Such leaders typically behave through ingrained and reactive actions, without full awareness of the negative impact they have on others. Even if aware of their shortcomings, they are at a loss for how to correct the problem.

In contrast, Conscious Leaders™ intentionally deliver effective leadership strategies, based on higher levels of mental, emotional and behavior awareness. By being fully aware of themselves, other's perceptions, and the situational factors, they replace status quo thinking, and ingrained response patterns with the appropriate leadership action.

Conscious Leaders also align their actions with the mission and purpose of the organization, taking full accountability for the results their actions produce. Finally, they remain adaptable and make mid-course corrections to their actions, as a result of their finely tuned awareness.

By working from the highest leadership level, leaders deliver consistent strategies that create the greatest commitment and engagement from their followers, resulting in improved business performance.

Mastering Leadership Dynamics Logistics

Participant Level:	Mid to Senior Level Executives
Program Length:	Five Days
When:	Twice a month
Location:	Farr Associates
Class Size:	Maximum of 12
Enrollment:	Open

