



*Arizona Innovative Solutions Group
(Arizona-ISG)*

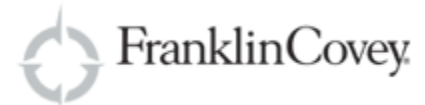
Leadership: Great Leaders, Great Teams, Great Results

The Latest Workshop from Franklin Covey

Leadership: Great Leaders, Great Team, Great Results

This is a leadership-development program designed to help leaders unleash the highest talents and contributions of their teams towards the most important priorities of the organization. This program is a blending of the “heart” of leadership with and the hard edge of execution; it is a unique balance of head and heart, of soft skills and hard skills.

- What is Leadership’s value proposition—the “big customer promise?”
- What problems can Leadership help clients solve?
- What opportunities can Leadership help clients exploit?
- Why can Leadership deliver on that promise?
- What are the key benefits Leadership brings to clients?
- What participant materials are included in the Leadership program?



Key Messaging

- **What function does Leadership play in the FranklinCovey world?**
 - Leadership is the ability to unleash the highest talents and contributions of people against the most important goals of the organization. In the greatness map, leadership connects great people with great execution to get great results. This program is a blending of the “heart” of leadership with and the hard edge of execution; it is a unique balance of head and heart, of soft skills and hard skills.
- **What market space/category does Leadership occupy (i.e. why do people hire Leadership)?**
 - This is a leadership-development program designed to help leaders unleash the highest talents and contributions of their teams towards the most important priorities of the organization.



Key Messaging Cont'd

- **How is Leadership differentiated from the competition—what is unique and non-replicable about FranklinCovey's leadership offering?**
 - First, it brings some of the best thinkers on the planet in a cohesive framework,
 - It includes cutting-edge video case studies, including international case studies, with examples from a shift-level nurse to the CEOs some of the largest corporations in the world
 - It is loaded with practical tools (more than a dozen)—it moves away from theory and into hardcore analysis of purpose, financial models, systems
 - It features post-program implantation resources including:
 - Website, Podcasts, Webcasts, New videos
 - It features a unique, proprietary, self-administered leadership assessment tool (Leadership Quotient, or LQ). Participants take a baseline LQ and a later comparative to show impact.
 - Participants work on real goals, real measures, real challenges, real purposes—it is more like facilitated “doing” than “training,” but can still be positioned as training



Key Messaging Cont'd

- **What is Leadership's value proposition—the “big customer promise?”**
 - Participants will leave with
 - A way to build trust and trustworthiness
 - A clear understanding of how they lead their team to
 - Increased ability to communicate vision and purpose in a compelling way to get people on board
 - An understanding of four essential systems that drive leadership success
 - Execution: how to focus on and achieve the unit's most important goals
 - Talent: how to attract, position, develop, and reward people
 - Core work processes: how to organize your most critical work
 - Customer loyalty: how to measure if the work you're doing is meeting customer needs
 - An understanding of the three leadership conversations that make the most impact in unleashing talent and helping people perform
 - A data-based action plan for getting results



Key Messaging Cont'd

- **What problems can Leadership help clients solve?**
 - Low trust
 - Lack of clear or shared purpose
 - Broken, bureaucratic, and misaligned systems
 - Untapped talent
- **What opportunities can Leadership help clients exploit?**
 - The hidden source of value creation in the knowledge age is the creative genius of people. The old mindset and skill set are counterproductive to tapping that genius. The mindset and skill set in this offering are essential to helping leaders unleash the talent of their teams
 - High trust
 - Clear purpose
 - Aligned systems
 - Unleashed talent



Key Messaging Cont'd

- **Why can Leadership deliver on that promise?**
 - FC has tapped into the best thinkers, the best ideas, the best tools to apply the principles, the best processes of how you do it.
- **What are the key benefits Leadership brings to clients?**
 - Clients will achieve stronger results as an organization through leaders who can unleash the talent of their teams against the organization's most important priorities.
 - Organizations will develop leaders who can not only lead people, but who “get things done” on a personal and team level.
- **What participant materials are included in the Leadership program?**
 - Participant guide
 - Leadership Essentials book/Contract
 - eTools CD
 - Pocket Card
 - DVD with selected videos from the course



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