

## WHY SHOULD COMPANIES SEND SOMEONE TO THE ALL-NEW ELEVATE LEADERSHIP INSTITUTE?

The success of leadership training always depends on how it is accomplished. Think back to the best manager you've ever had. I'm sure you can remember the person because good leaders are memorable... and excellent leaders are unforgettable. What was it about their leadership that motivated and encouraged you? For that same reason, I bet you can also remember your worst leader. Great leaders move us and inspire us to do our best work. That said, it is important that you have effective leaders in your workplace and community to empower and influence your people to achieve business and team goals and also become a service minded individual to round out a person's well-being. Elevate Leadership Institute will enhance the growth and development of individuals that will yield big benefits for leadership training!

### THREE "3" BENEFITS OF LEADERSHIP TRAINING

#### **1. Assess Your Effectiveness as a Leader**

To improve your leadership skills, you must first understand your current abilities. What are your strengths, and how can you lean into them to become a more effective leader? What are your weaknesses, and how can you work to fill those gaps and be better-rounded? Developing this insight can help you prioritize the best strategies for improvement. It can also enable you to identify your personal leadership style, which you can reference and build upon throughout your career.

#### **2. Build Leadership Muscle - Learn (and Practice) Important Leadership Skills**

To be effective, leaders must understand how to set direction, design teams, coach colleagues, deliver feedback, and build robust, trusting relationships with their direct reports. They will learn how to influence others, empower employees, handle stressful situations, use teamwork effectively and sense when to delegate tasks or tackle a project on their own. Leadership muscle is all about learning to bring out the best in others to get the work done.

#### **3. Get Real Feedback from Experienced Leaders (Coach/Mentorship exchange)**

One of the greatest benefits associated with leadership training is the exposure you get to other leaders—both professional staff and peers—from whom you can learn and grow. Discussions, debates, and the general free exchange of ideas with others can offer insights and feedback that are hard to come by when trying to develop these skills on your own.

# WHO CAN BENEFIT FROM LEADERSHIP TRAINING?

## **Aspiring Entrepreneurs**

As soon as you take the seemingly small step of hiring your first employee, the entire dynamic of your business is liable to change, because you're no longer only responsible for yourself. If your ultimate career goal is to be a successful entrepreneur, developing your leadership skills is an essential piece of the puzzle, and can help you gain the skills necessary for building and managing high-performing teams.

## **Businesses and Organizations**

Realizing the benefits of promoting from within, companies need to provide a pathway for their employees to develop the skills necessary for success. Investing in professional development initiatives, such as leadership training, is an effective way of doing so. It can also improve employee retention: Statistics show that employees would stay with a company longer if it invested in helping them learn and grow professionally.

## **New Leaders**

Many established organizations follow a strict hierarchy in determining who to hire or promote into a leadership position. Applicants, whether internal or external, must typically meet a certain level of education and experience even to be considered. But in smaller or more nimble organizations, this hierarchy may not be formally established, which can enable an individual to move into a position of leadership even if they don't yet have experience in such a role. (This can be particularly true for many startup environments.)

If you find yourself suddenly and unexpectedly thrust into a position of leadership, pursuing leadership training can be an effective means of getting oriented to your new role.

## **Early- and Mid-Career Professionals**

Early- or mid-career professionals who are currently working as individual contributors or specialists within their department or organization stand to benefit from completing leadership training. This is especially true for anyone who has a desire to eventually move into a position of management or leadership, but is unsure of how to get there. By taking a leadership course and proactively developing your leadership skills, you're priming yourself to be ready when the opportunity arises to make a change.