

# How to Be a Strong Leader

## Learn the Proven Best Practices of Highly-Engaged Leadership

Since 1993, RainmakerThinking, Inc. has conducted ongoing in-depth research on the real challenges faced by real leaders, managers, and supervisors in the workplace. Managing people has always been hard, but it's harder now than ever before. There's no room for downtime, waste, or inefficiency. Everyone has to do more with less. And employees have become more and more high-maintenance.

Too many managers today tell us they...

- ...don't have enough time to manage their people.
- ...too often avoid interacting with "difficult" employees.
- ...struggle to hold employees accountable.
- ...often wait to have important conversations until they are frustrated or angry.
- ...struggle to retain the really great employees.

What are managers to do? Bring in Bruce Tulgan to share the latest from our decades of research on the proven best-practices of the most effective leaders today. Bruce helps managers confront their own sub-optimal management habits and learn to practice the eight steps back to the "fundamentals" of strong, highly-engaged leadership:

### Step one

Get in the habit of managing people every day in structured team meetings and one-on-ones

### Step two

Build a custom one-on-one dialogue with every person who reports to you

### Step three

Learn to talk like a coach or a teacher

### Step four

Make accountability a process, not a slogan

### Step five

Make expectations clear every step of the way

### Step six

Track performance every step of the way

### Step seven

Solve small problems before they turn into big ones

### Step eight

Reward performance and only performance...and do more for people when they go the extra mile

Based on our ongoing research since 1993, as well as Bruce's best-selling books *It's Okay to Be the Boss* (2nd edition, 2014) and *The 27 Challenges Managers Face* (2015), Bruce provides laugh-out-loud stories, poignant insights, and concrete takeaways for leaders at all levels.

### Actionable Takeaways and Best Practices

In this program, based on first-hand stories from his experiences inside hundreds of world-class organizations, Bruce teaches dozens of immediately actionable takeaways and best practices in a step-by-step guide back to the basics of strong highly-engaged management:

- Best practices for conducting regular one-on-ones with direct reports and others
- How to talk like a performance coach. Best practices for communicating clearly and effectively
- Take it one person at a time. Best practices to help managers work effectively with each of their direct reports based on the particular strengths and weaknesses of those individuals
- Best practices for working through or around obstacles to holding employees accountable
- Tell people what to do and how to do it. Best practices for setting clear performance goals
- Best practices to help managers monitor, measure, and document employee performance
- Best practices for managers to help employees solve problems in productivity, quality, and behavior
- Best practices for managers to deal with persistent performance problems
- Do more for some people and less for others. Best practices to help managers tie rewards to performance; short-term and long, financial and non-financial

### Learning Objectives

**After this program, participants will better be able to:**

**Build relationships of trust and confidence with employees**

**Delegate tasks, responsibilities, and projects**

**Keep employees focused and moving in the right direction at work**

**Increase productivity, quality, retention of high-performers, and turnover among low-performers**

**Sharply reduce waste, inefficiency, errors, downtime, and conflict among employees**