

Engaging Through Fair and Caring Leadership

The true leaders' toolbox

The Issues

65% of employees say they would take a new boss over a pay raise. This is the proof of a serious leadership problem

Many new employees start their job with a high level of motivation. It usually does not take too long for their motivation to significantly drop. What should it take to keep them motivated?

According to a study by Price Waterhouse Coopers, employees who are engaged in their work provide up to 35% increased productivity and profitability. How can we reach such a level of commitment and motivation in order to achieve excellence?

Using power and traditional authority to manage teams cannot deliver such results, particularly with Generation Y employees who want to be led and inspired rather than being managed. What is expected of today's and tomorrow's leaders?

In a highly competitive environment where business models are being challenged and where everything moves very fast managing with systems and process prevents organizations from being agile enough to cope or even anticipate. What kind of leadership can maximize agility?

The Approach

This thought-provoking session addresses key leadership factors for obtaining “psychological ownership” and engagement. Participants benefit from the real-life experience of a seasoned entrepreneur who has learned the hard way what it takes to have followers as well as the difference between a manager and leader.

Contrary to what some people think having followers is not about charisma, expertise or even I.Q. These certainly contribute to leadership but committed followers need more than that. They expect to be treated like human beings and not like a ‘resource’. This means that their leader actually cares about them and treats them fairly.

As the objective is not to just inspire participants by explaining the merits of caring and fair leadership this seminar gives them more than 20 concrete tools that they can apply in their own job, as of the following day.

For more information please contact:

Management Boosters, Geneva, www.innovationbyopportunity.com,
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Target audience

- **Leaders and bosses** who want to inspire, engage and obtain the best results from their followers
- **Executives and managers** who want to become leaders instead of just being competent managers
- **Any person in a present or future managerial position** who wants to improve his/her work-life balance while reducing the stress level of his/her staff

Participants will know how to:

- a. Collectively build a mission statement that gives meaning and clarifies the purpose
- b. Collectively select indicators for measuring if the mission is actually delivered (difference between key indicators of success and KPIs)
- c. Use indicators to manage performance without being perceived as a “policyperson”
- d. Collectively agree on values, expected behaviors and governance rules for each team in order to obtain true compliance
- e. Manage justice and equity in a work environment
- f. Handle toxic people
- g. Identify dysfunctional teams
- h. Caring and generosity are instrumental
- i. Emotional intelligence and... courage can make a huge difference
- j. Understand employees’ expectations toward their leader
- k. Make leader’s implicit expectations explicit
- l. Manage recognition in order to increase employees’ level of engagement
- m. Differentiate a leader from a manager
- n. Lead managers/leaders to prevent the loss of employee motivation
- o. Really empower
- p. Give feedback in an effective manner (+ performance reviews)
- q. Improve employees’ opinion on their company as a tool to increase sales and profits
- r. Boost innovation and agility
- s. Avoid some of the pitfalls of managing change
- t. Communicate difficult (and easy) decisions
- u. Better manage meetings
- v. Etc.

Benefits

In addition to these tools this interactive session will lead participants to

- Improve their work-life balance and work satisfaction
- Increase productivity and profitability
- Challenge their current practice and identify their own leadership style
- Discuss key success factors to become a real leader
- Share some best practices for increasing engagement
- Use governance tools to boost their team performance
- Improve their effectiveness and manage expectations
- Understand the impact of their behavior on their reputation, credibility and their career
- ... Have fun while learning!

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Pedagogical Approach

During this very interactive session participants find out the impact of their behaviour as well as the consequences of not using the fair and caring leadership tools. This awareness allows participants to make their own choice.

Facilitator

Prof. Raphael H Cohen is a keynote speaker and an expert in both professional agility and “weapons of mass innovation”. He has conceived the IpOp Model, which is presented in his book “Concevoir et lancer un projet” (2006 and 2016) that has been a bestseller since its first publication. It has been published in Spanish (“Oportunidades Ganadoras”) and in English (“Winning Opportunities, proven tools for converting your projects into success... without a business plan”). The IpOp Model that is taught in executive education seminars to empower entrepreneurs as well as intrapreneurs to identify, analyze and seize opportunities that bring competitive advantages to their company. In large organizations, Raphael’s tools boost innovation, entrepreneurial behavior, selling effectiveness, business development as well as employees’ commitment.

Because of his extensive experience in innovation Raphael is actively engaged in designing a new set of ISO standards for managing innovation. As convenor of WG 3 for TC 279 he is responsible for coordinating the contribution of all international experts committed to develop ISO standards for tools and methods to support innovation.

Raphael H also designed and runs Agility Boosters / MicroMBA MB executive education programs customized to stimulate the agility and intrapreneurial behavior of middle management in large companies such as Nestlé, Microsoft, Sanofi-aventis, banks as well as public sector organizations such as the Geneva University Hospitals. Since these training programs generate measurable profits exceeding their cost, they represent a paradigm shift in executive education programs.

MicroMBAs MB are the corporate version of the first four CREATE courses of Entrepreneurship for engineers and scientists in Switzerland (at both University of Geneva and EPFL, the Swiss Federal Institute of Technology) that Raphael H designed and ran until 2002, when he started the AgilityBooster/MicroMBA MB programs.

He is currently the Academic Director of the Entrepreneurship and Business Development specialization of the Executive MBA of the University of Geneva (postgraduate Diploma of Executive Education), which he launched in 2001. He has also been the MBA European Academic Program Director of the Thunderbird School of Global Management (Phoenix, Arizona), where he holds the title of clinical professor.

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As serial entrepreneur, active CEO and business angel, Raphael H brings his hands-on experience in his lecturing and consulting activities providing training, mentoring and management services to senior executives, bankers, directors and entrepreneurs. Raphael H serves on the board of directors of several companies, including one Swiss bank, and is a regular contributor to several business publications.

He obtained his Ph.D. in Economics in 1982 while managing an international group of companies. His diversified working experience on 3 continents and in many industries led him to develop expertise in innovation, leadership, strategic analysis and business development, management, negotiation, sales, HR, coaching and mentoring, financial engineering, legal affairs (intl. taxation, licensing, real estate, M&A, etc.), asset management, turning-around businesses, interim and crisis management.

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