

SITUATIONAL LEADERSHIP®

The Most Prevalent Leadership Training System Over 14 Million People Worldwide Use This Model

CORE

SITUATIONAL LEADERSHIP®:
THE CORE

EXTENSIONS

LEADER AS CATALYST™:
CHANGING PERFORMANCE
WITH SITUATIONAL
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**"Leadership cannot just
go along to get along –
leadership has impact
and purpose."**

*Dr Paul Hersey
Developer of Situational Leadership®*



Unleashing Performance in the Real World



SITUATIONAL LEADERSHIP®: THE CORE OVERVIEW

Situational Leadership®: The Core is a dynamic, engaging workshop that provides the

fundamentals of a time-tested, behavioral model of how to best influence the performance of people.

This innovative workshop is pragmatic, flexible and offers the means for learners to begin to impact performance results. *The Core* is an extremely flexible facilitated developmental experience.

The use of DVD technology enables the facilitator to easily tailor the material for the specific needs of a group – and the overall organization.

DESCRIPTION

Situational Leadership® is the most prevalent leadership system used in the world – and has been for over 40 years. Constantly updated and refined, based on client feedback and research, it is a powerful and pragmatic workshop based on a simple model of how to adapt one's behavior – and when! Behaviorally based, proven and intuitively simple, this model has more value today than ever before.

Situational Leadership®: The Core workshop is the centerpiece of the situational suite of training technology and services. It seamlessly links to other programs and services designed to build and extend participant's skills in influencing, leading, coaching and managing.

The very nature of leadership is changing quickly. Now, more than ever, the Situational Leadership® Model is an essential tool for people wanting to lead in a way that yields top performance and fosters a positive work environment.



LEADER AS CATALYST™: CHANGING PERFORMANCE WITH SITUATIONAL LEADERSHIP® OVERVIEW

Performance levels rarely stay the same. They fluctuate up and down and can make running a successful organization challenging. *Leader As Catalyst™* addresses this every day challenge head on.

Regardless of the direction performance is taking; increasing or decreasing; leaders learn where to invest their time and effort. This program takes the guesswork out of dealing with performance extremes and teaches where and how to focus to get the best results.

DESCRIPTION

Building on skills acquired during *The Core*, *Leader As Catalyst™* takes participants through a guided process on how to move to the next step in growth as well as correct performance slippage.

Knowing how to assess readiness levels, participants move past matching their behavior to readiness levels and gain pragmatic steps to determine where and how to invest to get maximum performance.

Developing someone is very rewarding – for the people involved as well as for the organization. As skills increase, performance improves and new goals are accomplished. This can be a very exciting environment to work in. Leaders enjoy this type of interaction with their employees because everyone wins.

Low performance issues are neutralized with this "alive" system that acknowledges performance where it currently is and addresses it accurately. These often dreaded discussions become no big deal and are held more frequently.



CHARTING NEW COURSES™: SITUATIONAL LEADERSHIP® LEAD 360 FEEDBACK OVERVIEW

People want to be good leaders. Throughout *Charting New Courses™*, the key objective is to help leaders develop the integrity that results from walking the talk – aligning intentions and behavior.

Charting New Courses™ is an easy to facilitate process that converts Situational Leadership® feedback into action. Built around the highly regarded LEAD survey, this rich experience effective Situational Leaders.

As an extension of *The Core*, this program gives leaders the confidence to change and organizations the means to thrive. Feedback fosters growth, development and change.

Charting New Courses™ is a vital element to the answer of these questions: "How do we develop the best leaders possible? How do we make this the best place to work? How do we leverage Situational Leadership®?"

DESCRIPTION

Charting New Courses™ is the means to convert the data-rich LEAD Survey into new leader behavior to meet the performance needs of people and teams.

During the workshop, data collected online is presented, interpreted, and processed in a way that makes it easy to apply Situational Leadership® back on the job.

The process is simple and engaging. It starts with a thoughtful comparison of "What do I intend as a leader?" versus "What do others perceive?" Tendencies to over-lead or under-lead are vividly portrayed in an interactive video "Matrix".

As participants make connections to real-world situations, they build easy-to-use, effective tools through a series of innovative processes that focus on self-correction and partnering for performance.



INFLUENCE: POWER AND SITUATIONAL LEADERSHIP® OVERVIEW

Leaders spend much of their time attempting to influence others – direct reports, peers, managers, clients, prospects, suppliers, stakeholders in the organization.

Challenges to their success and effectiveness include selling ideas, driving innovation/ change, resolving conflict, competing for resources and getting consistently increasing levels of performance.

Influence actively engages graduates of *Situational Leadership®: The Core* seeking to respond to those challenges and clearly understand, "What right do I have to lead?"

DESCRIPTION

Influence is the most significant advancement to Situational Leadership® in the last 40 years. This workshop is a powerful skill-building, feedback and action-planning session that answers the questions, "What right do I have to lead? To coach? To manage?"

Blending self-perception, 360° feedback and a dynamic classroom experience focusing on each individual's influence challenges, participants build skills to obtain, develop and judiciously use appropriate power bases to achieve organizational goals.

Equipped with tools to put power behind their leadership styles, Situational Leaders convert this session into rapidly increasing individual and team performance.



PERFORMANCE LEADERSHIP PROCESS™: MANAGING PERFORMANCE WITH SITUATIONAL LEADERSHIP®

DESCRIPTION

The *Performance Leadership Process™* is a system-driven follow-up intervention to integrate Situational Leadership® with your performance management system to enhance the overall performance of your organization.

The process does not require changes in your existing forms, policies, or procedures – it blends with your system.



STYLE LAB™: HONING YOUR SITUATIONAL LEADERSHIP® SKILLS DESCRIPTION

The greatest successes in learning comes when people are given a chance to practice and gain experience with new found skills. *Style Lab™* is a practice-driven follow-up intervention that focuses specifically on practicing the four leadership styles.

Participants select from their own "real-play" cases, script out their cases, practice and receive structured feedback and coaching.



**LEAD360™:
ALIGNING INTENTIONS
AND PERCEPTIONS
DESCRIPTIONS**

Aligning leader intentions with how others perceive leader behavior is one of the primary objectives of Situational Leadership®.

This simple online assessment provides a clear picture of how others perceive our leadership style. The result: A clear, behavioral, data-driven impetus for change.



**SITUATIONAL COACHING®:
CREATING CAPACITY IN OTHERS
OVERVIEW**

This one-day program is designed for small to mid-sized groups. It is divided into four powerful modules, the last devoted entirely to your own personal coaching planner.

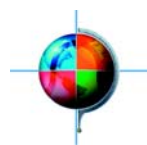
There are a variety of ways to implement the process, depending on your unique needs.

PROGRAM DESCRIPTION

Manager...Leader...Coach...most of you fill a variety of roles, such as these, every day. Achieving organizational objectives, influencing the behavior of others, creating capacity in others...all these roles and responsibilities are important – all of them are challenging!

Through *Situational Coaching™* we offer you a proven, professional process for creating capacity in others. Based on some of the powerful concepts of top executive coach Dr Marshall Goldsmith, *Situational Coaching™* gives you a method to help already successful people get even better.

The design of this program is to teach you how to coach others. In order to fully understand the process we are going to have you experience it firsthand – you are going to coach and be coached by someone during the workshop. You will identify a competency, or area that you would like to improve and take on the role of the coachee.



**SITUATIONAL SELLING®:
INCREASING SALES
EFFECTIVENESS
OVERVIEW**

Situational Selling® is an innovative merging of two related fields – the psychology of sales and the applied behavioral sciences. It is this powerful combination that takes it beyond the basic steps of the sales process.

Based on Situational Leadership®, the performance tool of choice for over 12 million professionals worldwide, *Situational Selling®* applies the tried and true principles of behavioral science to the process of successful and effective selling.

It is designed to strengthen the ability of salespeople to influence the buying behavior of prospects and customers. This helps salespeople to increase the probability of triggering positive buying responses in a world that wants to buy and not be sold.

DESCRIPTION

During the workshop participants learn the specific behaviors and the selling competencies necessary for high sales performance.

They learn to use the dynamic *Situational Selling®* model to assess the buying readiness of prospects and customers – and appropriately adapt their selling behaviors to maximize sales potential.

Situational Selling® will equip participants with the new tools needed to grow more successful through increased sales. It will also enhance their effectiveness with increased customer trust and loyalty; satisfied customers, sustained relationships and more referrals.



**SITUATIONAL PARENTING®:
EFFECTIVE PARENTS
MAKE BETTER
EMPLOYEES
OVERVIEW**

To make a difference in the lives of children, you need to give them more than love. You need parenting skills to guide children effectively in everyday situations.

Situational Parenting® formally extends the application of the Situational Leadership® Model from the conference room table to the kitchen table.

Organizations are realizing that family stress can have serious work-related consequences. Numerous work-life studies yield a consistent message: effective parents make better employees.

DESCRIPTION

Situational Parenting® provides a model for understanding a child's unique ability to complete a variety of every day tasks. Recognizing that a child's ability, or readiness level, can vary from task to task helps adults communicate more effectively.

Where one new task might come easily and rapidly another task might require extra effort, concentration and trial. Adults able to recognize this and adapt their interactive style and method of communication increase their effectiveness dealing with children overall.

Unique features of the *Situational Parenting®* program include the PARENT Self assessment which is a self-scored questionnaire designed to provide feedback on current parenting behaviors.

The *Situational Parenting®* Simulator is a fast paced game to test learning under "real world" circumstances.

The Parent Promises solidifies an action plan to change parenting behavior, and helps create alignment with other parenting partners.



**TAKING CHARGE™
WITH SITUATIONAL
LEADERSHIP®
OVERVIEW**

Taking Charge with Situational Leadership® – is a very engaging packaged training course, using DVD technology that provides the foundation for one of the most widely used leadership systems in the world.

This program is an interactive, educational experience that will show people at all levels of an organization how to positively influence others to get the most out of their own performance.

It gives everyone the same common language and framework for being able to communicate what it takes to be both successful and effective.

DESCRIPTION

Taking Charge With Situational Leadership® is designed to be delivered in concert with *Situational Leadership®: The Core*, which is the centerpiece of the situational suite of training technology and services.

It is now possible to have everyone who impacts internal and external customers operating with the same common language and model for achieving results. Seeing themselves as an active participant in the leadership process is how this is accomplished.

With leaders using the skills of Situational Leadership® it is essential for employees to learn those skills from a follower's perspective, so they can proactively participate with their leaders.

The one day training teaches people how to take charge, by clearly being able to identify their roles and responsibilities. Understanding how to diagnose their own needs around skills and motivation provides them specific information to ask for help.

Participants are also taught the different leadership behaviors that are available, so they can seek out those behaviors. People in leadership positions no longer have to solely own the responsibility of accomplishing results.

The main outcome of this training is to help people learn how to use the Situational Leadership® Model so they can ask for the leadership style that will best meet their needs and those of the organization.



**PERFORMANCE MATRIX™:
PLANNING AND
MANAGING
PERFORMANCE
DESCRIPTION**

Performance Matrix™ is designed to increase an organization's effectiveness and productivity by helping leaders to plan and manage performance.

It starts when clear challenging, yet attainable performance objectives are jointly developed and prioritized. These performance objectives agreed upon should not only be specific and measurable but it should also be inspiring and strategic.

Next, careful plans are created. Of course, as changes and problems occur, plans are supported with frequent follow up and coaching. It then identifies the performance factors that are critical to accomplishing the performance objectives, and preparing a development plan for those critical performance factors.

Finally, it provides a process to effectively communicate the performance objectives, performance factors, and development plan.



**SOCIAL STYLE™:
UNDERSTANDING AND
MANAGING
BEHAVIORAL
DIFFERENCES™**

OVERVIEW

SOCIAL STYLE™ develops interpersonal skills that lead to higher performance, for both the individual and the organization.

Using TRACOM's popular and proven SOCIAL STYLE Model™, it delivers long-term benefits.

DESCRIPTION

This course provides a solid understanding of SOCIAL STYLE™ and enhances the participants' overall effectiveness with others. The course incorporates assessment to determine the participant's SOCIAL STYLE™ and Versatility – the way they adapt to different types of situations and people.

It is ideal for organizations looking to improve the effectiveness of their people while balancing budget and time commitments. The one-day format allows individuals to explore SOCIAL STYLE™ concepts and provides an opportunity for hands-on practice.

It covers all the key concepts of SOCIAL STYLE™ and includes video, interactive exercises and facilitated discussion. Participants will undertake a variety of role-playing exercises and application scenarios to see how SOCIAL STYLE™ can be applied successfully in their own workplace.

The Participant Guide provides a thorough overview of SOCIAL STYLE™ concepts and applications as well as exercises to reinforce the concepts.



**CENTER FOR
LEADERSHIP
STUDIES**

THE CENTER was established in the mid 1960's by Dr Paul Hersey. Dr Hersey's pivotal research around influence and behavior led to the development of the Situational Leadership® Model. Over the last four decades, this model has become the basis of the most prevalent leadership system in the world.

Thousands of top organizations use Situational Leadership® training programs to enhance performance and develop positive work environments. Well over 14 million people around the world have experienced Situational Leadership® training with the Center.

The Center offers a variety of products and services that range from self and peer assessments and 360° feedback to training programs.

To ensure that you received the highest quality, only our licensees and certified trainers are authorized to offer and implement our programs. With a focus on specific task and behavior, our training programs are applicable in any culture or group. A network of talented professionals in over 44 countries represents the Center.

THE TRACOM GROUP

In Asia, we partner with the TRACOM Group to offer SOCIAL STYLE™ training. For nearly 50 years the TRACOM Group has been helping organizations improve their business performance by providing interpersonal and leadership tools.

TRACOM's SOCIAL STYLE Model™ is recognized as an effective way to build interpersonal skills. Originally developed by industrial psychologists in the 1950s, the model has been continuously refined and improved to meet the needs of today's organizations. It is the most rigorously tested and practical approach for identifying and building interpersonal skills in business settings.

YOU ARE IN GOOD COMPANY

- Some of our clients are
- Vopak Terminals ▪
 - Airport Authority Hong Kong ▪
 - Sumitomo Mitsui Banking Corporation ▪
 - Mitsui & Co Asia Pacific ▪
 - Chubb Insurance ▪ SGS Hong Kong ▪
 - PT Ancora International ▪
 - Efficiency Unit, The Govt of HKSAR ▪
 - Croda Singapore ▪ Citibank ▪
 - Philip Morris ▪ Asia Pacific Brewery ▪
 - Sampoerna ▪
 - Liz Claiborne International ▪
 - Hewlett Packard Asia Pacific ▪
 - Cargill Asia Pacific ▪ GHD Global ▪
 - MobileOne ▪ Frasers Hospitality ▪
 - The Body Shop International ▪
 - HK Inst of Human Resource Mgmt ▪
 - Red Hat Asia Pacific ▪ Ball Asia Pacific ▪
 - Avanade Asia ▪ General Physics Asia ▪
 - NetApp ▪ Cisco Systems ▪ Motorola ▪
 - Lend Lease Asia ▪ International SOS ▪
 - Ministry of Manpower ▪
 - Vietnam Brewery ▪
 - People's Association ▪ Caterpillar Asia ▪
 - Ascott International ▪
 - Singapore Prison Service ▪
 - AON Consulting ▪
 - Keppel Land International ▪
 - JJ-Degussa Chemicals ▪
 - Singapore Civil Defence Force ▪
 - Land Transport Authority ▪
 - Ngee Ann Polytechnic ▪
 - American International Assurance ▪
 - Merck ▪



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