

Future-Ready Leadership Initiative



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The Pressing Need

The use of disruptive processes and technologies has accelerated the pace of change to unprecedented levels. Organizations need to view the future from totally different perspectives.

Who would have anticipated that driving a taxi would no longer be a guaranteed income stream when things fall apart? Now the prospect of driverless cars looms.

Mom & Pop grocery stores will be increasingly challenged by the likes of Amazon and drone delivery to doorsteps.

No industry is immune to disruption and all organizations need to prepare their leadership to be future-ready to deal with rapidly changing environments.

This requires a much deeper level of cohesiveness and the creation of high performing teams. New thinking with respect to leadership needs to be infused at all levels of the organization. A wider cadre of leaders needs to be empowered to move the organization ahead of developments and to inspire greater levels of engagement and readiness for change.

Employee Engagement Is Now A Global C-Level Challenge

The Deloitte Global Human Capital Trends 2016 report highlights the international crisis related to Employee Engagement.

Nearly nine in ten executives in the 2016 survey rated Engagement as an important (38 percent) or very important (48 percent) priority for their companies.

Engagement at all levels is now an imperative for organizations who want to retain their talent and remain competitive.



Under-developed Skills is another challenge

Last year, when asked to rate the skills and attributes on which businesses place the most value (and are prepared to pay the highest salaries), Millennials pointed to “leadership” as being the most prized. This was mentioned by 39 percent, but only 24 percent thought this was a strong personal trait of theirs upon graduation (a gap of 15 percentage points).

Millennials fully appreciate that leadership skills are important to business and recognize that, in this respect, their development may be far from complete. But, based on the current results, Millennials believe businesses are not doing enough to bridge the gap to ensure a new generation of business leaders is created. [Deloitte Millennial Survey 2016]

Millennials now represent the largest percentage of the US workforce (32%). with similar trends globally. An increasing number of Millennials now occupy senior leadership positions.

Yet more than six in ten Millennials (63 percent) say their “leadership skills are not being fully developed.” Unfortunately, little progress is being made in this area.

The Response



Organizations are responding to the demand that they equip team leaders and volunteer mentors with competencies that would normally be the domain of a business or life coach. Issues like working to enhance inclusiveness, listening more effectively and empowering colleagues must now be addressed by team leaders, who largely recognize that they are not equipped to handle them.

Recognition of the need for leader/coach development

The demand for coaching is at an all-time high.

In the last ten years the coaching industry has exploded. Membership of the International Coach Federation has more than tripled. A report by the market research firm IBISWorld at the end of 2014 said coaching is a \$1 billion industry in the U.S. alone. [Marketplace.org]



Testimonial

As a mid-career information professional, I wanted to expand my horizons. I identified coaching as a suitable option, mainly as a means of giving back. So, I completed the 9-week online interactive ICF/SHRM accredited Certified Behavioural Coaching course – a perfect fit. It was a unique educational experience in coaching, mentorship and leadership behaviour which provided a framework to diagnose and build successful collaborative relationships. It empowered me to effect change through a new understanding of behavioural styles through self-analysis and application of the Extended DISC framework.

The facilitators were knowledgeable, patient and engaging in imparting the concepts. Practical tools such as cases and interactions with practitioners were used to demonstrate concepts and give insights into the complex behavioural issues inside and outside the workplace.

The online course is conveniently scheduled for after work and week-ends. If you want to make a positive impact on the lives of others, I strongly recommend it.

Lurline Cummings – Information Resource Specialist at Grace Kennedy Ltd.



Dear Trevor and Keri,

As part of your February 2017 online cohort, I completed the SWP Academy's Certified Behavioral Coach (CBC) Programme. I am writing to thank you for the absolutely inspirational and practical instruction I received from you. Over the past two months, since completing the programme, I've been applying the DISCerning Communication principles you taught me. I can see where this has had tremendously positive impact on my social and professional life.

For example, I am working out the fine points of a partnership with an established arts instructor to create my "Motivation Through the Arts" programme. This affiliation is a huge step up from my previous mentorship efforts. My CBC training has also allowed me to have a better understanding of myself, so that I can leverage my strengths instead of unwittingly playing to my weaknesses. This sharpens my mentoring skills and motivational venture and adds valuable legitimacy to my work. My CBC training makes each day more productive, as it is effective in every-day real-world ways, and it improves my productivity in all areas, especially the following:

*Public Speaking, Negotiation, Interviewing, Listening and counseling
Motivation (intra- and interpersonal)
Healthy intra- and interpersonal dialogue
Assessment of my own strengths and weaknesses
The provision of a 'blueprint' to enhance strengths and erase weaknesses*

The removal of biases and ego-reflex responses prevents imputing motives to others based on the body language of their preferred communication style. To anyone considering the programme, I can assure you: Participating in this programme is one of the best decisions you can make for yourself at work and at home. You will have insider knowledge of the tools to use and the keys to unlock the most mutually productive communication, when the SWP Academy teaches you how to recognize people's need to use D, I, S or C style. You will gain, as I have gained, the focus to advance in your career and a much lower stress level in day-to-day communication at all levels.

Stress is high and potentially toxic, when we have to deviate too far from our natural styles, as we conform to the demands of our jobs or career. That's why it's important to our good health and increased wealth for us to learn exactly what our natural style is. The in-depth instruction you receive from Trevor and Keri, in the CBC programme, teaches you to see yourself clearly, so you can more clearly see your way to success, whatever your field.

Trevor and Keri, thanks again for your inspirational instruction.

Thank you. Ann

Why Organizations Invest In The Future-Ready Leadership Initiative

The Future-Ready Leadership Initiative is designed to address pressing leadership development needs while putting in place long-term structures to improve performance, manage change and address low staff engagement.



Leadership/Coaching Development

The changing profile of the workforce and related attitudinal changes have led to a situation in which leaders at all levels must increasingly apply coaching skills. The Future-Ready Leadership Initiative incorporates accredited certification that addresses that imperative directly.

The Future-Ready Leadership Initiative includes formal leadership and coaching certification accredited by the International Coach Federation (ICF) and the Society for Human Resource Management (SHRM).

When leadership professionals complete the leader/coach certification they earn 36 SHRM Professional Development Credits.

Employee Engagement

Deloitte surveys and supporting observations emphasize the critically low levels of engagement of the staff. This in turn impacts performance and profitability.



HOW DISCERNING COMMUNICATION DRIVES TEAMWORK

A PROVEN BLUEPRINT FOR DEVELOPING HIGH PERFORMING TEAMS

TREVOR E S SMITH SUCCESS WITH PEOPLE™ ACADEMY

The Future-Ready Leadership Initiative includes equipping leaders to facilitate Employee Engagement in-house skills development with members of staff.

The value of the Employee Engagement intervention more than covers the required investment in the further development of the organization's leadership professionals.

Each certified leader/coach uses content we provide to guide webinar or seminar room discourse aimed at using the DISCerning Model of Communication to boost Employee Engagement and strengthen teamwork.

NOTE: There is no limit on the numbers or the duration of the Employee Engagement intervention.

Here is what a top level executive shared about the Certified Behavioral Coach program:



"I have been involved in executive management for the better part of 20 years with more than my fair share of success.

Yet, the Certified Behavioral Coach Program offered by Success with People Academy, has provided a new and exciting angle from which I can now pursue my passion for people, team and organizational development."

Livingstone Morrison, Deputy Governor of Bank of Jamaica (Central Bank)

The Future-Ready Leadership Initiative



The Package

I. Access to 36 hours of facilitator-led interaction training plus 4 bonus hours to cover for unavoidable absence. This leads to twinned International Coach Federation (ICF) and Society for Human Resource Management (SHRM) accredited certification.

II. All sessions are recorded and the powerful learning from the Chat Box comments is also made available.

III. Access to the Employee Engagement course materials and workbook.

III. 24/7/365 access to the “Success with People” 10-module online course.

IV. 12 months of e-mail support.

V. Access to the Success with People Membership Experience and the value-added content that it offers.

VI. Weekly Leadership Development e-mailed content.

VII. Comprehensive Team Analysis, Reports and Maps on the revolutionary FinxS Platform from Extended DISC.

VIII. A debriefing session with the Team to extract critical insights and highlight way forward keys to success and pitfalls.

IX. A follow up "Where are you now? Session" 4 to 6 months after completion of the certification.



Dear Trevor,

Re: My Certified Behavioural Coaching Experience

I am taking this opportunity to express sincere thanks and appreciation to you for so skillfully guiding me through, what was for me, an unknown territory of Behavioural Coaching. I took a leap in faith on the spur of the moment and now, four months later, I have gained such insights about the behaviours of myself and others. With this knowledge, it is quite possible to guide others to paths to reduce conflicts and to achieve harmonious relationships in all aspects of their lives.

More and more I am discovering and understanding me. As I come face to face with, and accept my personal behavioural style, and practice understanding the preferred styles of others, I am empowered. Practicing this new coaching craft, has allowed me to recognize, understand, and plan how to harmoniously guide differing behavioral styles to achieve the best while working with others, at home or at work.

This is truly empowering, enriching and transforming. Thanks for being such an inspiring guide and coach.

With very best wishes for continued success,

A handwritten signature in blue ink that reads "Jean Beaumont".

Jean Beaumont, EdD

Kathleen Beckford BSc Management & Psychology says:

My investment in the CBC training has aided my transformational journey. While I had some knowledge of my personality trait having done some other work, I did not understand why I chose certain behavioural tools. This training affords me a greater understanding of myself, an appreciation of the behaviour of others and how to improve communication with what I would otherwise call “difficult” people. I now understand why I execute some tasks easily and effortlessly while some others require more energy, commitment and focus.

I strongly recommend this training as it augurs well for improved relationships whether at home or at the workplace.



I was excited about the course content, but I was initially sceptical about the course delivery, as I was never a fan of learning outside a classroom. But since this was the only way I could attend the course, I had to face the chat session. It was like being on a conference call – easy and convenient and definitely worth it.

And as for the coach: Trevor really knows his stuff. He made understanding the principles so easy and he has a very accessible teaching style. If you need a bit more hand-holding even after you are

done, Trevor is literally just a phone call away. Becoming a Certified Behavioural Coach is definitely one of the best things I did for my life and career. It was new; it challenged me and introduced possibilities for my work as a communications strategist focused on people development.

I unreservedly recommend anyone who is even thinking about doing this course: Just do it!

Being a Certified Behavioural Coach is beyond personal development it is finding a path to the best you.

Kalando Wilmoth - Chief Strategist The Write House

Course Modules

- I. Apply a structured framework for achieving success with & through people
- II. Apply DISCerning Communication principles in daily interaction
- III. Develop sustainable relationships with persons with diverse behavioural preferences
- IV. Settle disputes using different approaches
- V. Interpret Extended DISC/FinxS behavioural assessments
- VI. Give and receive feedback without push-back
- VII. Give instructions that get it done right the first time
- VIII. Develop high performance teams and support team cohesiveness
- IX. Provide supervision and leadership to different styles and varied situations
- X. Respond appropriately to different styles of leadership and supervision

XI. International Coach Federation – Core Competence:

Communicating Effectively

Effective Listening

Ability to focus completely on what the client is saying and is not saying, to understand the meaning of what is said in the context of the client's desires, and to support client self-expression.

Powerful Questioning

Ability to ask questions that reveal the information needed for maximum benefit to the coaching relationship and the client.

Direct Communication

Ability to communicate effectively during coaching sessions, and to use language that has the greatest positive impact on the client.

Your Facilitators



Keri. S. Smith – Senior Vice President, International Best-Selling Author, Motivational Speaker & Philanthropist. She is an expert in transforming environments & developing leaders. She collaborates with executive management in Fortune 500 companies.



Trevor E S Smith – Author, Newspaper Columnist, Behavioural Coach. CEO – INFOSERV Group and the Success with People Academy home of the International Coach Federation accredited “Certified Behavioural Coach” and SHRM Recertification Provider program.

Required Investment/Logistics

The Future-Ready Leadership Initiative recognizes the need to lead professionals to twinned ICF/SHRM accredited certification while improving Employee Engagement and Change Readiness across the organization.

The special offer for all the processes included in the Future-Ready Leadership Initiative is US\$1,000 per person in groups of 10 or more. [Contact us](#) to discuss smaller group sizes.

The Leader/Coach certification runs Thursdays 7 – 9 pm EST (GMT-5) and Saturdays 4 – 6 pm for 9 weeks plus 4 bonus sessions.

Book now!

E-mail: info@swpacademy.com

Call: 1-876-315-1345 or 535-6677