

Strengthening Credibility: Becoming the Leader Others Will Follow

September 13, 2011
1:00 pm—4:30 pm

The foundation of leadership is sound and solid credibility. It's about walking the talk, practicing what you preach, doing what you say you will do. How does a leader "walk the talk" when the path is always changing? How does a leader stay true to shared vision and values in such disquieting times? How do leaders inspire commitment, retain and develop the best talent when loyalty seems an out-dated concept?

Leaders need to understand and appreciate that leadership is a delicate relationship. They must learn what it takes to be the person that others would want to follow (purchase from, take advice from, go with them, etc.). Find out what Barry Posner has learned from his research and interviews with leaders around the globe, as will be revealed in his co-authored book *Credibility: How Leaders Gain and Lose It, Why People Demand It* (forthcoming August 2011). Understand and explore the first law of leadership: "People won't believe the message if they don't believe the messenger."

In this seminar you will learn how to improve your competence in the Six Disciplines of Credibility:

- Discovering Yourself
- Appreciating Constituents
- Affirming Shared Values
- Developing Capacity
- Serving a Purpose
- Sustaining Hope

Through these disciplines you will be able to strengthen the bonds that foster and create extraordinary effort among employees, which will in return lead to prosperous and beneficial results.

This Program will help leaders:

- Learn what personal values, traits and characteristics people look for in their leaders
- Discover the impact of leadership credibility on profitability and the overall success of the organization
- Appreciate the six disciplines of credibility
- Strengthen their ability to develop and sustain credibility in the best and worst of times



Barry Posner is a Professor of Leadership at the Leavey School of Business, Santa Clara University, where he served for 12 years as Dean of the School. At Santa Clara, he has received the President's Distinguished Faculty Award, the Business School's Extraordinary Faculty Award, and several other outstanding teaching and leadership honors. Barry is an internationally renowned scholar who has published more than 85 research and practitioner-oriented articles and he is currently on the editorial review boards of the *International Journal of Servant-Leadership*, *Leadership and Organizational Development*, and *Leadership Review*. Barry also serves on the Board of Directors for EMQ Family First. Described as a warm, engaging and pragmatic conference speaker and dynamic workshop facilitator, Barry has made presentations and conducted workshops across the U.S., and around the globe, from Canada, Mexico and Europe to the Far East, Australia, New Zealand, and South Africa.

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