

Strengthening Credibility

Becoming the Leader Others will Follow

Sept. 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.

Barry Posner is a Professor of Leadership at Santa Clara University (located in the heart of Silicon Valley), where he served for 12 years as Dean of the Business School. At SCU, 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 co-authored eight books on leadership and published more than 85 research and practitioner-oriented articles. Barry is considered one of today's leadership gurus, and has been honored by the American Society for Training and Development, International Management Council, and listed as one of the top leadership coaches in the United States and most influential HR thinkers worldwide. 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.



This program will help executives:

- 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