

**A FOCUSED TWO-DAY WORKSHOP for
Leaders at Every Level of the Organisation**



THE 360° LEADER

Exercising Leadership
that Transcends Titles

Finally, training tailored to leaders at all levels of the organisation.

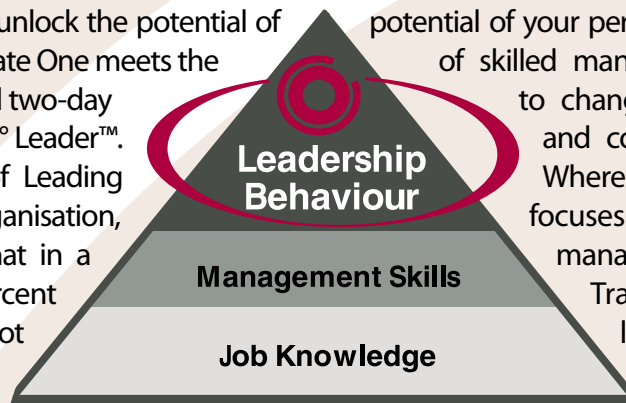
What if you could find leadership training that recognised the value of leaders beyond the executive elite? What if you came across a training experience guaranteed to unlock the potential of middle management? Create One meets the need with its newly created two-day training workshop, The 360° Leader™. In dispelling the Myths of Leading from the Middle of an Organisation, John C. Maxwell states that in a typical company, "99 percent of all leadership occurs not from the top, but from the middle." Ironically, leadership training has almost exclusively targeted leaders at the executive level. The importance of middle management has been overlooked and undervalued.

The 360° Leader™ workshop spotlights the necessity of solid leadership in the all-important positions responsible for interpreting and implementing an organisation's vision and mission. This powerful training experience empowers leaders to exercise their influence upward upon superiors, across to their fellow management, and down to the team members they supervise. The common

denominator of thriving companies is the presence of competent leaders at every level of their organisational structures. Invest in the leadership potential of your personnel and reap the benefits of skilled management that is responsive to change, continuously improving, and consistently delivering results. Whereas most corporate training focuses on job knowledge and management skills, Create One Training emphasises the leadership behaviours by which individuals can expand their influence and

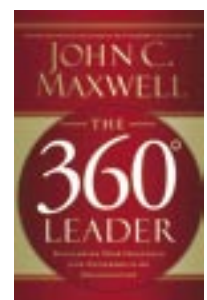
attain their potential. In both its quality and its long-lasting impact, you'll find that The 360° Leader™ far surpasses the alternatives of self-directed study, impersonal conferences, or pre-recorded audio/video instruction. Our engaging facilitators offer an interactive and highly personalised approach to learning. In addition, you'll encounter fellow leaders who are just as passionate about personal and professional growth as you are.

Together, you'll work to uncover the key elements of leading up, leading across, and leading down that will maximise your all-around impact as a leader.



"Without a doubt, this training will amplify the influence you exert in every direction as a leader."

JOHN C. MAXWELL



A much anticipated book on exercising influence from anywhere within an organisation, The 360° Leader has been touted as a foundational component of any leadership library. Now this essential material is being offered as an interactive training workshop. Our expert facilitators will shed light upon principles to expand the reach and scope of leaders at all levels of authority.

Don't miss this opportunity to boost your influence in every direction as a 360° Leader!



How can I lead if I'm not the one in charge?

Influence does not confine itself to positions of privilege. Leadership transcends titles. After decades of research, experience, and observation, leadership expert John C. Maxwell confidently claims that leadership defies narrowly defined roles and refuses to be trapped in job descriptions. The true measure of a leader is not found in a pay scale, title, or office size, but rather in the amount and quality of influence the leader exerts within the organisation. In fact, as Maxwell asserts, 99% of all leadership within a company comes from the middle—not the top.

Traditionally, leadership has been pictured like a river, flowing one-way—down—from the lofty heights of the executive level to the rest of the organisation. However, leadership acts more like a stone tossed in the water, creating a ripple effect which spreads across the entire 360° spectrum of the organisation. Based upon the newest release from bestselling leadership author John C. Maxwell, *The 360° Leader™ Workshop* allows you to master the intricacies of exerting influence upward through your superiors, maximise your impact upon fellow managers, and get the best from the team you supervise.

- Seeing Results -

The 360° Leader™ curriculum is designed to make sure what you learn at the workshop is transferred into tangible and quantifiable behaviours. In other words, what you do differently after the workshop based upon what you learned at the workshop must be observable and measurable. As part of your training you will design tools to evaluate your progress leading up, leading across, and leading down.

Before		After
Suppression - Fear of being undermined fosters a climate intolerant of fresh ideas.	to	Empowerment - Faith in employees creates an atmosphere of creativity and growth.
Self-Serving - A "me-first" attitude dominates behaviour and sabotages team results.	to	Deserving - A desire for team victory adds value to others and inspires unity.
Confinement - A focus on boundaries generates frustration and a feeling of being trapped.	to	Creativity - A focus on opportunities leads to inventive solutions and a sense of contribution.
Competition - Striving to outdo co-workers hinders performance.	to	Completion - Commitment to team goals enables successful completion of projects.
Excuses - Finger pointing and passing blame alienate co-workers.	to	Responsibility - Willingness to assume responsibility gains the confidence and trust of superiors.
Mandating - A demanding demeanor belittles and estranges followers.	to	Modelling - Diligence and hard work command the respect of followers.
Politics - The motivation to get ahead and win at all costs causes manipulation and striving for promotion.	to	Productivity - The motivation to get results and do the job well leads to an admirable work ethic and excellent performance.
Management - Procedures and rules dominate decision-making and the team maintains.	to	Leadership - People and relationships take priority and the team flourishes.

Course Outline

Before the Workshop

- Register as an attendee at www.createone.com.au
- Complete the pre-course work

Attend: The 360 Leader Workshop

8 powerful sessions. Two remarkable days. Below is an overview of the session content you can expect each day... (sessions run from 9:00a.m.-5:00p.m.)

AM

INTRODUCTORY MATERIAL

TRADITIONAL LEADERSHIP MYTHS

DAY 1

CHALLENGES FACING THE 360 LEADER

PM

LEADING YOURSELF
LEADING DOWN (FOLLOWERS)
LEADING ACROSS (PEERS)

DAY 1

AM

LEADING UP (SUPERIORS)

DAY 2

PM

PRACTICAL APPLICATION

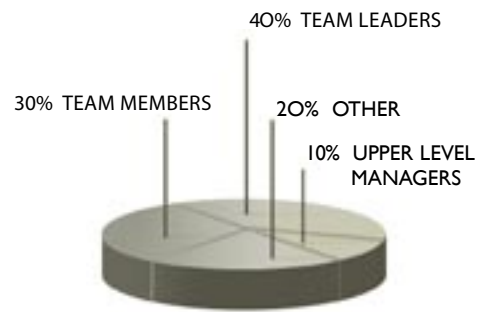
DAY 2

After the Workshop

- Validate Team Action Plan with management.
- Ask our facilitators about ongoing coaching programs tailored for your company.



WHO IS ATTENDING THIS WORKSHOP?



Delivery Methods

Public Workshops - Attending The 360 Leader™ Public Workshop allows you to not only experience this incredible training workshop, but also to network with other organisational leaders. A public workshop is perfect for employees from either small or large organisations. Attending a public workshop is an ideal way to preview The 360 Leader™ for possible rollout in your organisation.

- Two-day, interactive workshop
- Create One Signature Trainer
- Attendees from various industries
- Conference center setting
- Lunch and refreshments served throughout both days

Corporate Workshops - A Create One Facilitator will come to your company, at your location, at your convenience to develop your team. The greatest transformation occurs when an entire department, management, or executive team is involved in the same teambuilding process at the same time. Involving an entire department or management team is one of the greatest methods to have a deep and rapid impact on your organisation.

Everyone develops a new vocabulary and frame of reference allowing for increased morale and efficiency.

- Two-day, interactive workshop
- Create One Signature Trainer
- 20-30 attendees from your company (minimum 15 required)
- Private setting at your headquarters or at your desired meeting location
- Scheduled at your convenience
- Tailored to your needs

REGISTER NOW P: 1300 885 703 | W: createone.com.au | E: info@createone.com.au