

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2501](http://www.amanet.org/2501)

## Developing Executive Leadership

**Join the million of team leaders who have trusted the expert faculty at AMA for their executive leadership training needs.**

When you have to wonder about your organization's future every day of every work week, it's vital to be well-equipped to optimize your company's performance—as well as your own career—with executive leadership training. To exhibit real executive leadership skills in business, you must be a visionary, a trailblazer, a strategist, a communicator, a coach, a diplomat and a politician. The world's most successful leaders are able to focus on the big picture and uphold high standards while wearing many hats.

This intensive three-day executive leadership training program combines proven-in-action techniques with peer interaction and insights from the latest research to help you master the competencies of effective executive leadership.

### How You Will Benefit

- Build an executive leadership style that creates trust, sets a clear vision and guides your entire team toward greater performance and profit
- Gain insights into the key executive leadership skills and techniques you need to create a winning strategy
- Learn what real “coaching” consists of and how to build an extraordinary team that works together to deliver results
- Develop heightened “emotional intelligence” for greater professional achievement and satisfaction
- Identify the characteristics of effective leadership and the most common saboteur
- Develop an executive leadership style that adapts to the person and situation
- Improve performance through empowerment and effective delegation
- Clearly communicate mission, vision and value statements
- Build a cohesive unit that performs well in all situations
- Apply executive leadership training to continue your growth as a leader through a self-development plan

### What You Will Cover

#### Understanding Today's Executive Leadership Expectations

- Examining your executive leadership challenges
- Exploring the fundamental concepts of executive leadership
- The four-factor model of effective executive leadership

- Differentiating between leadership and management
- Identifying the executive leadership requirements for the 21st century

### **Leadership with the Head: Exploring the Strategic Elements of Executive Leadership**

- Defining mission, vision and values
- Focusing on the “big picture” when building the culture
- The importance of planning and prioritizing in day-to-day activities
- Taking the time to focus on envisioning the future
- How a personal vision statement helps you achieve your organizational vision

### **Leadership with the Hands: Understanding and Appreciating Situational Leadership® II, the Art of Influencing Others**

- How to develop people, value differences and encourage honest communication
- Developing your leadership style to gain commitment from your employees
- Matching your leadership style to your employees’ developmental needs

### **Leadership with the Feet: Personal Values and Ethics at Work**

- Understanding the challenges you face—and the various ways you can manage them
- Creating a culture of trusting relationships
- How individualized “passionate purpose” provides a context for consistency and credibility

### **Leadership with the Heart: Practicing Ways to Communicate**

- Executive leadership techniques for enhancing pride in the work and the organization
- Motivating the workforce: three elements that ensure increased job satisfaction and productivity
- Examining the role of “emotional intelligence” in successful executive leadership
- Assessing your “emotional intelligence”: your strengths and areas that need development

### **Creating an Executive Leadership Development Plan**

- Developing a plan based on your goals and your organization's strategy

## **Who Should Attend**

This seminar is designed to provide executive leadership training for team leaders, ranging from midlevel managers to executives who lead others with managerial responsibility. It will benefit executives who require strong decision-making skills and the ability to lead and motivate others.

## Special Feature

Before attending this session, you will receive a link to the online Leader Behavior Analysis® II assessment. You must complete the assessment, print your results and bring to class in order to participate fully in this seminar.

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner—producing a greater return-on-investment for the employer and the seminar participant.

## Schedule

- [3] days - \$2,645 Non Members
- [3] days - \$2,395 AMA Members
- [3] days - \$2,268 GSA

## Credits

18 PDU\_L/18 PDU/1.8 CEU

18 PDCs /21 CPE

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