

# Leading So People Will Follow

**Business is changing at an unprecedented rate: new products and services appear, disappear, then reappear in new forms. Every day brings new ways of doing business to meet new consumer demands. Now, more than ever, we need leaders who can guide and inspire us in this new landscape; leaders who can be that strong, safe point around whom great teams and great organizations coalesce and grow.**

This two-day course, based on Erika Andersen's book *Leading So People Will Follow*, offers practical insight and timeless core skills for becoming a fully followable leader.

We've outlined below the elements of the Leading So People Will Follow course:

- **What Makes a Leader:** Participants learn about the six attributes that characterize truly followable leaders, through real-world examples and reflection on their own experience.
- **Accepted Leader Assessment:** After this introduction, participants get the results of their Accepted Leader Assessment and discuss their results with the group.
- **Self-Talk:** Participants learn the foundational skill of managing their self-talk.
- **Listening:** Participants then learn practical moment-to-moment ways to hone this fundamental skill that informs and supports all the leadership attributes.
- **Mastery:** The instructor then offers a model for mastering any new skill or concept, and helps apply it to improving in the six leadership attributes.
- **Being Strategic:** The instructor offers a model and skills for thinking and acting strategically—a key component of many of the six Accepted Leader attributes. Participants use the model to create a plan for becoming a fully followable leader.
- **Back to the Real World:** As the course ends, participants decide how to build support for their leadership development plan.



## Be a fully accepted leader

- Understand what people want from their leaders
- Build the skills and mindset needed to lead
- Guide and motivate others to achieve great things