



**REIMAGINED,  
FOR NOW.**

# Building Your Leadership Brand...

Leadership is continually ranked in the top two challenges facing organisations, both globally and locally; strong leadership skills are critical to business success.

However, most leadership development programmes lack the context required to deliver to business expectations. *Generic training results in generic leadership!*<sup>1-4</sup>

Our LEADERSHIP ACCELERATOR 2020 programme is built around our **YourBrand™** framework, a unique brand-based approach to leadership development.



**YourBrand™** adds context to content in a unique way, personalising every module to YOUR brand, industry, business structure AND individual teams.

And it's not about building an 'amorphous mass' of generic leaders, it's about discovering, building, and celebrating the unique YOU.

Less than 20% of leaders have a sense of their own purpose, and even fewer are able to distil it into a concrete statement.<sup>5</sup>

They may be able to tell you the purpose, vision, mission, and values of the company that they work for, but they don't understand the personal purpose that makes them stand out as a leader.

Your purpose is what makes you, you. It's your why: WHY you're working, WHY you want to lead a team, and more.

Having a clear personal purpose is the key to exceptional performance - and leaders with a clear understanding of their WHY, and what matters most, are the ones who are remembered long after they're gone. Your WHY is the bedrock of your legacy.

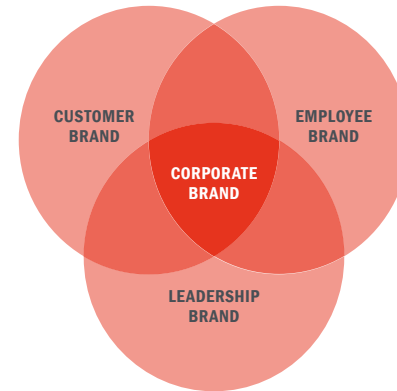
The first step of our LEADERSHIP ACCELERATOR programme is to find the WHY... then build the necessary skills, and a comprehensive action plan, for turning purpose into action, and action into results.

**YourBrand™** updates the traditional approach of Values Based Leadership - as a brand is more than just values - into a Brand-specific framework of transformational leadership.

And, rather than values alignment - which always sounds painful! - a Brand-specific approach enables the **connection** of an individual's personal leadership brand and employer's corporate brand.

Why connection? Regardless of which industry a client is in, building a strong brand requires that all employees feel connected to the corporate brand, and understand their role in turning brand aspirations into reality.

Whether it's the goods or services they produce, their interaction with customers face-to-face, on the phone, via email, on social media... even around the table with friends, people create the experience of every brand.



A brand-specific approach to leadership development has been shown to:

- Create a distinct leadership culture that's aligned to brand and business strategy<sup>6</sup>
- Define and builds the leadership competencies that deliver the desired results<sup>6</sup>
- Drive employee engagement through brand connection, building ambassadors for the brand<sup>7-9</sup>

# Brand-specific Leadership...

## LEADERSHIP ACCELERATOR 2020 is built around 3 pillars of leadership development:



### LEAD SELF

Self-leadership is understanding who you are, what you can do, where you are going and why; combined with the ability to positively manage your communications, emotions and behaviour on the way to getting there.<sup>10</sup>



### LEAD TEAMS

Lead Teams is not just about leading a team.

It's about being an engaged member of a leading team, as everyone has a key role to play in delivering high performance: productivity, profitability and customer satisfaction.



### LEAD CHANGE

Change only happens when people change; therefore employee readiness is a critical driver of success.

So, if employees are agile and constantly ready to adapt, change initiatives will be far more effective.

Lead Change is therefore people-centric, building resilience to change, and the skills that drive a culture of innovation and growth.

# Develop Insightful Skills...



At the heart of **everything** we do is Insights Discovery, a powerful preference-based learning system that's based on the work of renowned psychologist Dr Carl G Jung, and supported by over 100 years of psychological research.

Insights Discovery translates Jung's theory into a simple, accessible, and practical four colour model to understand our individual style, how we behave, approach situations, and make sense of the world.

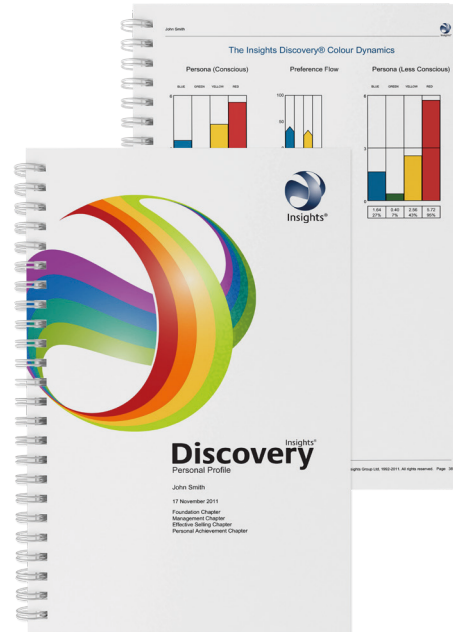
We've combined the power of the Insights Discovery system with the best of the latest thinking in the skills critical to leadership performance – all personalised to the context of the individual – and delivered with the simplicity, effectiveness, and practical delivery that we are known for.



# The First Step: Your Personal Profile...

The Insights Discovery Personal Profile is a powerful personal development tool which gives individuals an engaging, reinforcing, and transformational insight into themselves and others.

Celebrating the uniqueness of each person, the profile illustrates how recognising and valuing difference can empower individuals, teams, leaders and the whole organisation.



To receive the profile, delegates complete a 25-frame Insights Discovery Preference Evaluator.

Unlike other profiling tools, the evaluator measures different *degrees* of preference.

For each frame there are four word pairs. You choose a 'most like me', a 'least like me' and then score the remaining two options in between. It's a composite ipsative-likert evaluation (a combination of forced- and scaled-choice), allowing greater expression of individual preference.



The output is a highly customised - and spookily accurate - 20+ page personal profile.

In fact is so personal... it's as unique as you are.





“

Every **advance**, every conceptual achievement of mankind has been connected with an advance in **self-awareness**.

*Dr Carl G Jung*

# Return on Self-awareness...

Insights Discovery provides the golden thread of self-awareness throughout the programme.

- Self-awareness is the first step in the development of emotional intelligence (EQ)<sup>11</sup>
- Above an IQ of 120, EQ becomes the more important predictor of successful leaders<sup>11</sup>
- The levels of EQ among team members and the team leader are strong predictors of team performance<sup>12,13</sup>
- There's a positive correlation between both IQ and EQ and the results of a team, but EQ is a significantly stronger predictor<sup>14</sup>
- High team self-awareness drives high performance through reduced conflict, better quality decision-making, and greater co-ordination across the team<sup>15</sup>



THERE'S A DIRECT, POSITIVE CORRELATION BETWEEN SELF-AWARENESS AND COMPANY PERFORMANCE<sup>16,17</sup>

# Times have Changed, and So have our Workshops...

Online study isn't new, but our current crisis has elevated it to an essential part of every organisation's talent development strategy.

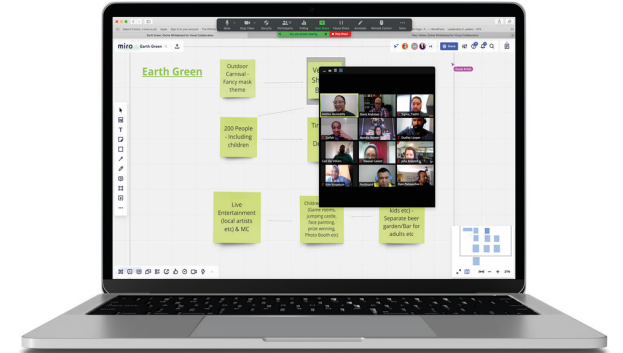
With uncertainty as the prevailing theme of our times, leadership, teamwork, and 'emotional safety' are now more important than ever.

Most of us are familiar with eLearning solutions and development webinars, but do they really transfer learning into the workplace? How often are they 'less than exciting', and likened to the drying of paint?



The reality is that simply taking a face-to-face workshop online doesn't work – even if the workshop was originally designed to deliver the best in-person learning experience possible.

This is especially true when we consider the fact that the content remains the same - profit and loss is profit and loss, conflict is conflict - but the context of learning has completely been turned on its head



I thought that I would fall asleep as I was in the comfort of my own home, but it has been non-stop interaction. What an amazing experience.

**Nawaal**  
Team Leader, SA Commercial

The context of learning is now set by our unprecedented situation, the way the delegate interprets the meaning of workshop content has shifted, and so has the environment in which they receive the content.

Whether learning from home, or in the office wearing a mask, the learning experience is more important than ever.

All of our programmes are now virtual first, and are designed to deliver an experience that we are proud of – a learning experience that's fun, interactive, collaborative, and delivers meaningful results.

And, as everyone learns differently, everything that we do is specially created to accommodate all learning styles, and optimise peer interaction and learning. It's the integration of the workshop experience AND the workshop course materials that's essential to our learning experience!

# A SETA Accredited Skills Programme...

LEADERSHIP ACCELERATOR is a SETA Accredited Skills Programme - Unit Standard **120300**: Analyse leadership and related theories in a work context - delivering credits towards the National Certificate in General Management (NQF Level 5)

As an accredited skills programme, LEADERSHIP ACCELERATOR complies with all the skills development requirements of the B-BBEE scorecard, so you're able claim 100% of your spend with us towards the Skills Development portion of your B-BBEE scorecard. LEADERSHIP ACCELERATOR has built-in ROI.

$$\text{ROI \%} = \frac{\text{RETURN} - \text{INVESTMENT}}{\text{INVESTMENT}} \times 100$$

(FINANCIAL BENEFIT) (DEVELOPMENT COST + IMPLEMENTATION COST)

We're passionate about delivering results and ensuring that this isn't a course people forget about when they get back to work - our approach to learning goes way beyond our workshops.

Not only do we use the 'stickiness' of the Insights Discovery language of colour, , but we allow delegates to unpack their perspectives, behaviours and preferences in a proven, constructive way.

We provide assessments and practical assignments throughout the programme - not just the required Portfolio of Evidence (PoE) for a SETA accredited skills programme.

In the SETA accredited module we've created, we're proud to have innovated the PoE process fas well.

Most companies typically experience accredited workshops where the assessments are... shall we say... less than ideal for their industry - and their workplace.

Similarly, the majority of learners find the submission process onerous, repetitive, and complicated.

We take a different approach. Every assessment is purposely developed to be relevant and designed for ease of use - that's part of the magic of the **YourBrand™** framework.

It's logical!





“

Leadership and learning are indispensable to each other.

*John F. Kennedy*

# Leadership Accelerator 2020...

For 2020, LEADERSHIP ACCELERATOR is built around 5 modules, each of which comprises a '2-day' workshop, delivered over four consecutive morning or afternoon sessions

This happens over 4-6 months, with an assessment at the end of each workshop.

The course is built around the essential skills that make good leaders great, covering new and insightful ways to approach the various scenarios that occur in our everyday lives.

Delegates begin with a detailed, preference-based colour profile, and they end it all off with a greater understanding of the world around them and a renewed, ultra-clear vision of how their purpose can drive them to success.



# Module 1

## Building Your Leadership Brand...

Our signature workshop, Building Your Leadership Brand, begins with the journey of self-awareness, and continues through understanding – and clearly defining – personal purpose, vision, mission, values, strengths, opportunities for development, and more.

By the end of module 1, everyone is clear about what their Personal Leadership Brand STANDS FOR, and how they can STAND OUT in everything they do.

And, by connecting an organisation's two most important assets - brand and people - everyone understands how their unique talents and abilities deliver results...

...after all, if employees don't know their corporate brand's promise, they certainly won't be able to deliver to it!

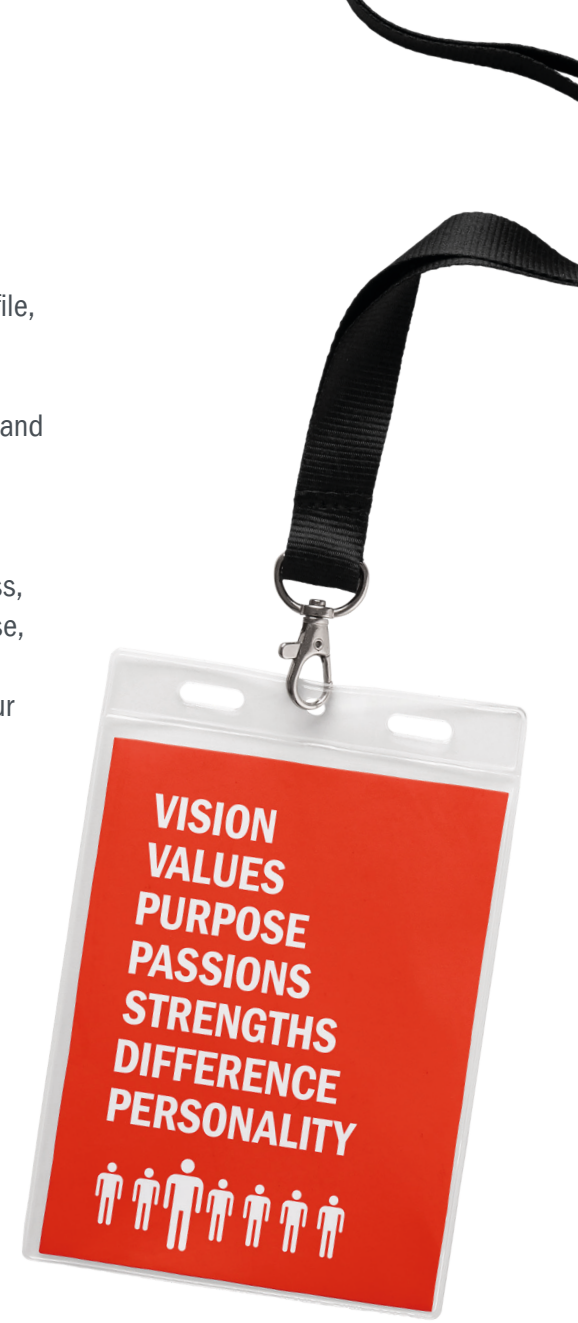
### KEY OUTCOMES

- Defines WHO we are, HOW we interact with others and WHY we do what we do
- Introduces Insights Discovery, the Insights Discovery Personal Profile, and the concept of Self Leadership
- Enables immediate improvement of interpersonal relationships
- Develops awareness and understanding of strengths, blind spots, and areas for development
- Creates a positive, common language to discuss personal style
- Builds authenticity and authentic self-leadership
- Creates a clear definition of personal brand identity, distinctiveness, and the value of contribution: Personal Leadership Brand... Purpose, Values, Vision, Mission and point of difference
- Reviews personal leadership style against organisational brand: our **BrandConnect™** process

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**BRAND** ONLY **2 OUT OF 5** EMPLOYEES FULLY UNDERSTAND WHAT THEIR COMPANY STANDS FOR AND WHAT MAKES IT DIFFERENT TO THE COMPETITION<sup>18</sup>

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# Module 2

## Discovering Inspirational Leadership...

Aligned to Unit Standard 120300: Analyse leadership and related theories in a work context.

Discovering Inspirational Leadership takes a delegate's self-awareness, personal brand, and Self Leadership, into the leadership of others.

Here, formal leadership involves direct reports, a role within the organisation that requires a team to report into you with their progress, concerns and completed tasks.

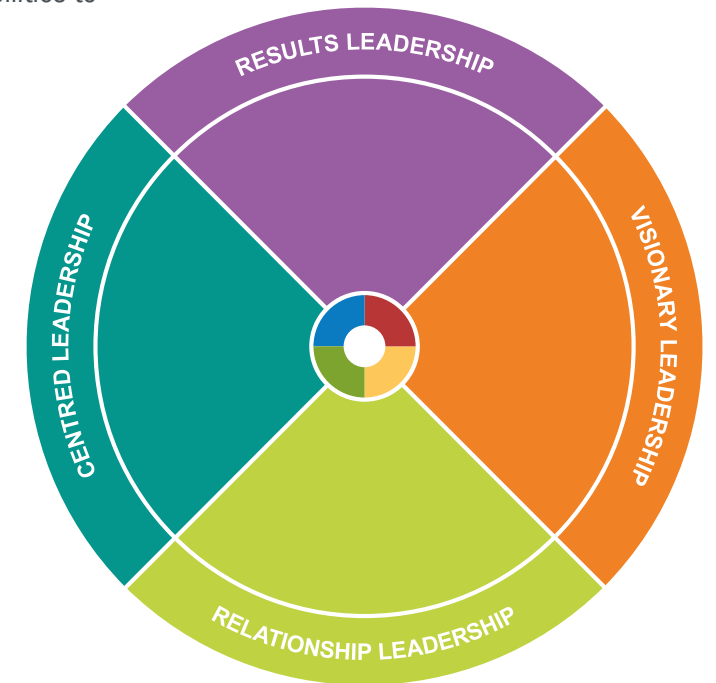
Investing in leadership also drives financial return. Organisations that invest in transformational leadership development *across their business* are **2.4x** more likely to be successful in achieving their objectives.<sup>19</sup>

LEADERSHIP ACCELERATOR is therefore designed to build leadership at all levels of your business.

### KEY OUTCOMES

- Evaluates the skills of leadership and management across various theories of leadership relating to a work context
- Examines trends and developments relating to different leadership theories in terms of advantages and disadvantages
- Introduces the Insights Leadership Effectiveness model wrt comparisons with traditional leadership models
  - Results leadership
  - Visionary leadership
  - Relationship leadership
  - Centred leadership
- Discusses the concepts of accountability, responsibility, and ownership as key components of team delivery
- Analyses leadership roles, qualities and abilities to formulate own leadership development strategy and G-WAVE action plan
- Applies leadership theory to own role, team, and corporate brand

As part of our added value services, we can work with you to create a leadership behaviour model based on the Insights 4 pillars of leadership to expresses your brand, and the culture you wish to build.



# Module 3

# Emotional & Social Intelligence...

Nowadays IQ is considered to be a threshold competency in the workplace; you must have a certain level of cognitive ability to perform in a role, but intellectual intelligence alone will not result in elevated professional success.

What's needed is Emotional and Social Intelligence: the difference between good and great; the ability to recognise and understand emotions in yourself and others; your ability to use that awareness to manage your behaviour and relationships.

<b>SELF-AWARENESS</b> Your ability to accurately perceive your emotions and stay aware of them as they happen.	<b>SOCIAL AWARENESS</b> Your ability to accurately pick up on emotions in other people and understand what is really going on.
<b>SELF-MANAGEMENT</b> Your ability to use awareness of your emotions to stay flexible and positively direct your behaviour.	<b>RELATIONSHIP MANAGEMENT</b> Your ability to use awareness of your emotions and the emotions of others to manage interactions successfully.

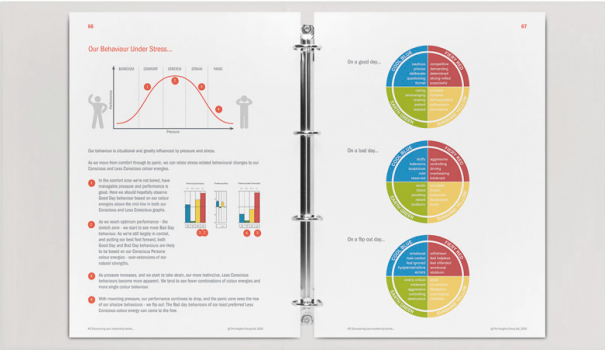
Without it, you can have a high IQ, a top class education, an incisive, analytical mind, an endless supply of smart ideas... but you won't make a great leader... of self OR others.


Our BUILDING EMOTIONAL & SOCIAL INTELLIGENCE workshop takes self-awareness - built from module 1 - and combines it with the latest thinking in biology and neuroscience, in an approachable, motivating and practical to apply methodology.

... After all, why be average when you CAN be great?

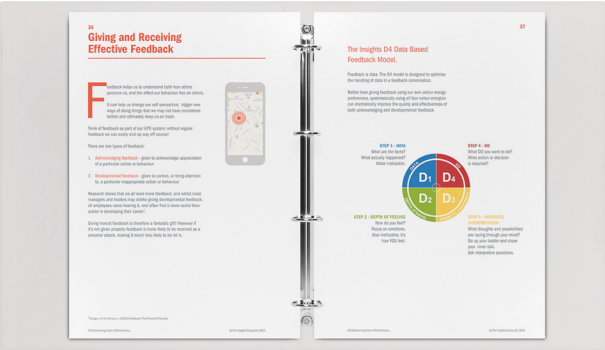
### KEY OUTCOMES

- Built around the Internationally acclaimed Goleman-Boyatzis ESI model
- Explores the concepts of ‘multiple’ intelligences
- Defines the concepts and benefits of Emotional and Social Intelligence
- Increases awareness of the needs of others to enhance work and personal relationships
- Evaluates the key characteristics of an emotionally intelligent leader
- Develops techniques for giving and receiving effective feedback
- Builds resilience to the negative aspects of stress
- Creates an action plan to improve the areas identified for self-improvement





MANAGERS WHO RECEIVED  
FEEDBACK ON THEIR  
**STRENGTHS** SHOWED 8.9%  
GREATER PROFITABILITY<sup>20</sup>



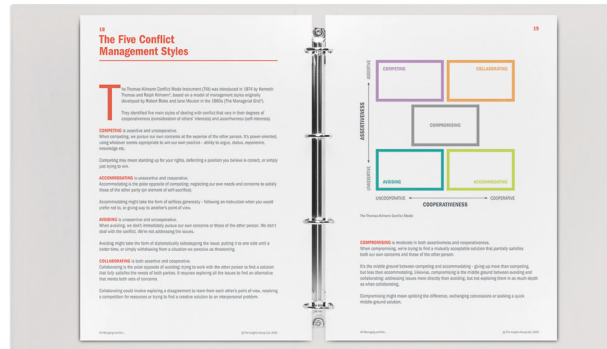
# Module 4

## Connecting Without Conflict...

Whenever people work together - or share a working space or resources - at some point there will be disagreement. Conflict in the workplace is unavoidable!

However, not all conflict is unhealthy. If managed effectively, conflict serves as a stimulus to encourage new thinking, drives change, strengthens relationships, and encourages creativity, problem solving and innovation.

The key is learning how to manage conflict so that it can serve as a catalyst - rather than a hindrance - to organisational, team and individual development.



Plus, unresolved conflict doesn't just go away. It festers... leading to employee dissatisfaction, decreased productivity, poor service, absenteeism, increased staff turnover and higher levels of stress.

In short, conflict wastes time and money.

However, when employees understand how to manage conflict and harness the power of it, conflict can transition from a cost to a bottom-line investment.

### KEY OUTCOMES

- Identifies the positive and negative characteristics of conflict in the workplace
- Develops an understanding of the types of conflict through the Circle of Conflict model
- Evaluates current organisational conflict management styles
- Creates an awareness of the main conflict styles - using the Thomas-Kilmann methodology - and the individual's natural approach to managing conflict
- Expands ability to select more appropriate strategies to resolve different types of conflict
- Develops an action plan for teams to harness the power of positive conflict



**85% OF EMPLOYEES EXPERIENCE CONFLICT TO SOME DEGREE**



**THE AVERAGE EMPLOYEE SENDS 2.1 HOURS A WEEK DEALING WITH CONFLICT**



**ONLY 31% OF MANAGERS THINK THEY MANAGE CONFLICT WELL**



**AT 49% CLASHES OF PERSONALITY ARE THE TOP CAUSE OF CONFLICT IN THE WORKPLACE**

SOURCE: CPP<sup>21</sup>



# Module 5

## Leader As Coach & Mentor...

Coaching is the most effective way to develop others. In fact, no other leadership behaviour increases employee engagement and productivity, more than a leader's coaching effectiveness.<sup>22,23</sup>

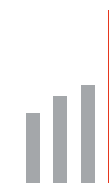
Even if each member of a team has experienced the same formal training, individual performance differs due to natural ability, understanding of what they need to do, and how motivated they are to do it.

As a leader or manager you cannot motivate anyone - motivation comes from within the individual and promotes action - but you CAN create an environment that encourages and promotes self-motivation.

The coaching process expands on formal training, and takes an interest in the individual. It recognises strengths and weaknesses, clarifies obstacles, identifies what's required for career advancement, encourages responsibility - through effective delegation - and supports growth by helping the discovery and ownership of solutions to challenges.

### KEY OUTCOMES

- Creates an understanding of the principles of coaching and mentoring and their role in personal development
- Identifies the competencies required be an effective coach, an inspiring mentor, and when to use each intervention
- Reviews personal leadership style against the 4 pillars of the Insights Discovery Leadership Effectiveness model
- Delivers insight into the drivers of individual motivation in relation to cognitive style
- Reviews learning styles and their application within personal development
- Introduces the GROW coaching model and the Insights Discovery G-UIDE coaching model
- Builds coaching skills - the coaching conversation - to drive performance
- Enhances coaching confidence and the reputation for people development
- Improves positive recognition and feedback



THERE'S A DIRECT, POSITIVE CORRELATION BETWEEN COACHING EFFECTIVENESS AND TEAM PRODUCTIVITY

SOURCES: FOLKMAN (2015)<sup>24</sup>

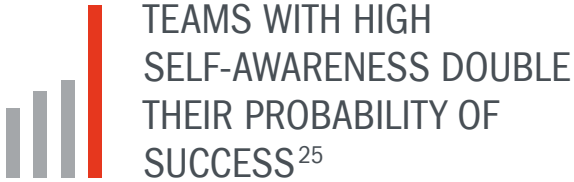


# Module 5

# Building Team Performance...


Good teamwork is about relationships, with every team member understanding their role, their contribution to the group, and feeling valued for the part they play in helping the team succeed.

The morning session introduces the Insights Team Effectiveness model, to identify the most pressing and important issues for the team’s development, diagnose problems, and highlight opportunities to improve team success.




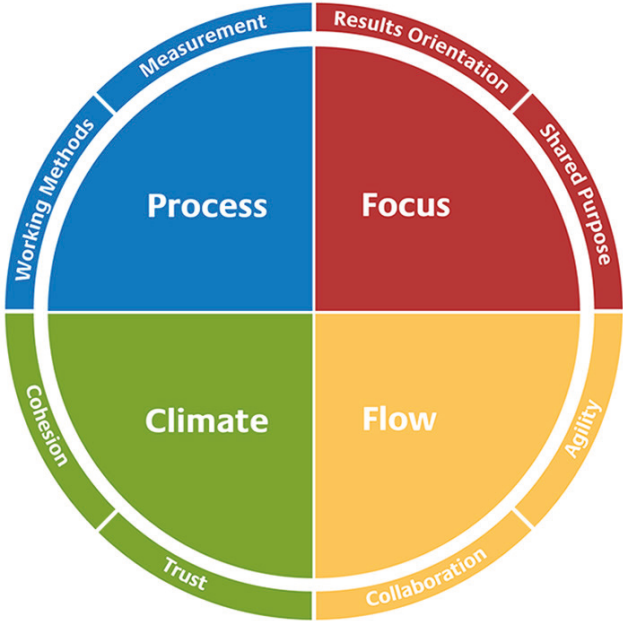
### KEY OUTCOMES

- Enables delegates to quickly understand their strengths and challenges to build engagement and effective team communication
- Develops a clear understanding on what their team has to do to achieve its goals
- Evaluates team performance against the characteristics of high performing teams, and the Insights Team Effectiveness model
- Enables participants to take immediate individual and team action

5%  A 5% INCREASE IN EMPLOYEE ENGAGEMENT RESULTS IN A 3% GROWTH IN REVENUE<sup>13</sup>

=

3% 



# The Details...

## DELEGATE RATE:

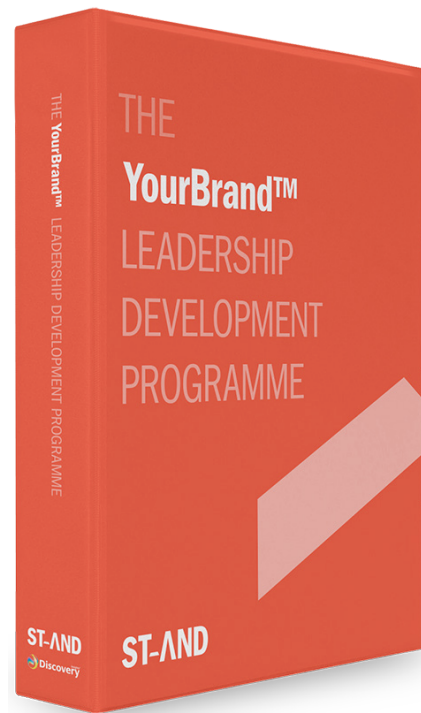
**R 19,4800 ex VAT**

## What's included:

- Insights Discovery Personal Profile: Foundation & Management chapters
- Insights Discovery Reference Guide
- All course materials - delegates just bring themselves

## Plus:

- All personalisations to the your brand
- Development of leadership behaviour model



ALL PRICES EX VAT. VALID UNTIL 1 NOVEMBER 2020. BASED ON A MINIMUM OF 14 PEOPLE PER WORKSHOP. Ts& Cs APPLY.

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# About Us...

## MEET STEVE ANDREWS

Steve opened **ST-AND** to do things differently... the first consultancy in South Africa to focus on the integrated development of your brand and your people - your two most important assets.

Originally trained as a vet (yes a vet!) Steve has been bringing his practical approach to brand and people development solutions for over 20 years.

He's worked on the successful development of leading corporate and FMCG brands (including Mars, Unilever, Sara Lee, Nestlé) and, before opening **ST-AND**, headed up Corporate Brand and Design for Woolworths.

Steve's a member of COMENSA (the professional body for coaching and mentoring in SA), an Insights Discovery Licensed Practitioner, registered assessor and moderator, accredited in the Goleman/Boyartzis Emotional & Social Competency Index (ESCI), LEGO® SERIOUS PLAY® facilitator... and 'dad' to our **YourBrand™** framework.



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