

LEADING FOR RESULTS

LEVERAGING YOUR LEADER BRAND TO DELIVER VALUE

LEADING FOR RESULTS FROM HARVARD BUSINESS PUBLISHING IS AN ENGAGING, SOLUTIONS-ORIENTED COURSE THAT SHOWS LEADERS HOW TO ALIGN THEIR STRENGTHS WITH ORGANIZATIONAL GOALS TO ACHIEVE SPECIFIC OBJECTIVES

LEADING FOR RESULTS, which draws on the research of renowned thinkers in leadership development Dave Ulrich and Norm Smallwood, provides interactive tools to help leaders develop their own personal brands and produce measurable positive results within their organizations. This course also incorporates key touch points for leaders to get feedback from their managers, coaches, or mentors.

CONTENT

EXPERT INSIGHTS, INTERACTIVE WORKSHEETS, AND DOWNLOADABLE TOOLS

Your leaders will receive expert guidance on how to build on their strengths to achieve target results and create more value for organizational stakeholders.

Leading for Results offers six self-paced, workshop-style modules:

- **Identify Target Results:** Determine key stakeholders and the results they need delivered.
- **Assess Your Leadership Code Strength:** Explore the five domains of the Leadership Code.
- **Determine Your Style Strengths:** Identify which strengths matter the most in achieving results for your organization.
- **Validate Your Leader Brand:** Evaluate your personal leader brand based on feedback.
- **Specify Your Behaviors:** Define specific behaviors to advance your leader brand.
- **Live Your Brand:** Sustain your leader brand with practical tools, coaching, and feedback.

Upon completion of this course, leaders will be better able to:

- **Identify** specific results that deliver value to key stakeholders.
- **Define** personal leadership strengths.
- **Apply** those strengths to achieve organizational results.
- **Monitor** their effectiveness at living a leader brand.

The screenshot shows the Harvard Business Publishing website for the "LEADING FOR RESULTS" course. The top navigation bar includes links for "About the Experts", "Site Map", "User Guide", "Resources", and "Exit". The main menu on the left lists "Get Started", "LEARN", "APPLY", and "CASE EXAMPLES". Under "LEARN", there are sections for "Expert Insights", "Case Examples", and "Working With Others". Under "APPLY", there are sections for "Case Examples Introduction", "1: Assess Leadership Code Strengths", "2: Define Style Strengths", "3: Validate Your Leader Brand", "4: Specify Aligned Behaviors", and "5: Live Your Brand". The central content area features a video thumbnail of three people and the title "LEADING FOR RESULTS". Below the video is a "Transcript" button.

The screenshot shows the "Identify Target Results" module of the course. The top navigation bar and main menu are identical to the previous screenshot. The central content area shows a video titled "Watch 'Key Concepts' and discover why leadership begins with results. When you're finished, view 'Related Questions'." Below the video are sections for "Key Concepts" (with a thumbnail of a person), "Related Questions" (with thumbnails of two people), and "Transcripts". The module title "Identify Target Results" is at the top, followed by a sub-menu with "1: Identify Target Results", "2: Assess Leadership Code Strengths", "3: Define Style Strengths", "4: Validate Your Leader Brand", "5: Specify Aligned Behaviors", and "6: Live Your Brand". Navigation buttons "Previous" and "Next" are at the bottom.

> For more information visit:
www.harvardbusiness.org/corporate

HIGHLIGHTS

- > Feedback touch points
- > Exclusive expert video
- > Engaging animations
- > Self-assessment tools
- > Interactive worksheets
- > Follow-up toolkit
- > Personal action plan

EXPERTS

LEADING FOR RESULTS is based on the work and research of top leadership development experts.

DAVID ULRICH is a partner and cofounder of The RBL Group, and a professor at the Ross School of Business at the University of Michigan. He has been cited as the "#1 Management Educator & Guru" by *BusinessWeek*; "one of top five business coaches" by *Forbes*; and "the most influential person in human resources" by *HR Magazine*.

NORM SMALLWOOD is a recognized authority in developing businesses to deliver results and a cofounder of The RBL Group, a firm that specializes in management education and consulting and ranked as one of the foremost leadership development firms in the world.

Ulrich and Smallwood are coauthors of three Harvard Business Press books:

Results-Based Leadership: How Leaders Build the Business and Improve the Bottom Line

Leadership Brand: Developing Customer-Focused Leaders to Drive and Build Lasting Value

Leadership Code: Five Rules to Lead By (forthcoming 2009)

COURSE ELEMENTS

PRACTICAL INTERACTIVE TOOLS PLUS PERSONAL FEEDBACK

The interactive tools guide leaders through the process of defining a personal leader brand statement. The course is designed to be completed with input from managers, mentors, and coaches. The takeaway toolkit helps leaders shape their behavior to successfully live the brands they've developed.

LEARN SECTION

Engaging videos of Dave Ulrich and Norm Smallwood, who explain the steps and answer questions pertaining to building a leader brand. Content pages include graphics and explanatory text that expand on the main points of each learning module.

APPLY SECTION

Dynamic, interactive worksheets and richly animated case examples help managers complete and execute a leader brand statement. The final module contains a comprehensive toolkit with a personal action plan plus four other tools to be used at specific intervals over the next twelve months.

RESOURCES

Six articles from *Harvard Business Review* and other top sources.

ADVISER GUIDE

Guidelines for a boss, coach, or mentor to help support participants as they complete the course online.

ADDITIONAL FEATURES

Self-Assessment based on Leadership Code roles.

Action Plan to incorporate desired behaviors into individual leadership roles.

SUPPORT

IMPLEMENTATION SERVICES

LEADING FOR RESULTS is quick and easy to deploy via your LMS or intranet. Our Learning Services Team can help you develop an effective rollout strategy and can customize the product to meet specific organizational needs for an even greater impact.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

LEARN MORE

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TARGET AUDIENCE

LEADING FOR RESULTS is designed to be completed by managers with direct input from a boss, coach, or mentor. The course provides tools, resources, and advice to help managers identify and align their personal strengths to achieve organizational objectives and measurable positive business results.

Building and refining this group's ability to effectively focus its leadership goals will directly affect your organization's success.

COMPLEMENTARY OFFERINGS

Enhance the program content with additional leadership development and learning resources, such as:

LEADERSHIP TRANSITIONS

This interactive course provides managers with a systematic approach to prepare for and succeed in new positions, whether through internal promotions or external hire.

STEPPING UP TO MANAGEMENT

Puts new managers on the right track so they can hit the ground running while laying the foundation for a successful advancement into a management career.

EXECUTIVE INSIGHTS

Video clips from Fifty Lessons feature business leaders sharing short personal anecdotes about breakthrough moments in business and their careers.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

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