# FranklinCovey®

# The 4 Roles of Leadership®

## Overview

The 4 Roles of Leadership® workshop helps managers identify and develop the four critical abilities of true leaders—*pathfinding*, *aligning*, *empowering*, and *modeling*—to navigate turbulence, deliver results, and create the future. Participants discover how to implement these roles practically without taking their eye off day-to-day management needs. The training is a key component of the FranklinCovey Synergy Solution, which helps leaders and employees achieve superb results by pulling together at the highest levels of effectiveness and teamwork.

## Who Should Attend

Leaders, managers, and supervisors at all levels.

## Workshop Features

Managers typically manage *in* the system and focus on doing things right. Leaders, however, work *on* the system and focus on doing the *right things*. Leadership makes managing more effective. The following principles taught in this two-day workshop will enable you to lead effectively and achieve meaningful and lasting results:

- **Pathfinding: Creating the Blueprint**—Helps you begin to explore your mission, values, vision, strategy, and stakeholders' needs.

- **Aligning: Creating a Technically Elegant System of Work**—Organizations are aligned to get the results they get. As a leader, you must work to change your systems, processes, and structure to align them with the desired results identified through pathfinding.

- **Empowering: Releasing the Talent, Energy, and Contribution of People**—Learn to create the conditions that foster and release the creativity, ability, and potential that exist in people. In turn, they'll be better able to function in the aligned organization and follow the path you've helped to create.

- **Modeling: Building Trust with Others**—Learn not just what a leader *does*, but who a leader *is*. You'll be able to answer the following:

  - Who would follow me?

  - Do I take responsibility?

  - Do I "walk my talk?"

  - Am I trustworthy?

## Built-In Impact Measurement

The 4 Roles of Leadership training has measurement built in. With the FranklinCovey Impact Analysis System included as an option in each client-sponsored workshop (not applicable in public, open-enrollment workshops), your organization receives a report on five levels of impact the workshop has over time:

1) **Reaction**—How did participants respond?
2) **Learning**—What did participants learn?

3) **Application**—Did participants change their behavior and apply their learning on the job?

4) **Organization**—Did the organization change as a result of The 4 Roles workshop?

5) **Return on Investment**—How has the training justified itself financially? The Impact Analysis System builds relevant, compelling, and credible measures that connect to key organizational objectives.

## Course Format

Taught as a two-day, facilitator-led workshop in a corporate onsite or public seminar setting.

## Facilitator Certification

Facilitators can certify to teach The 4 Roles of Leadership workshop through a multi-day certification class. Other certification options are available.

Core competencies derived from The 4 Roles of Leadership workshop can be mapped to performance statements as outlined below:

| CORE COMPETENCIES | PERFORMANCE STATEMENTS - Participants will be able to: |
| --- | --- |
| **Pathfinding:**<br>**Creating the Blueprint** | • Understand stakeholder needs (global trends, customer requirements).<br>• Develop and articulate vision and purpose.<br>• Sharpen strategic focus on key priorities. |
| **Aligning:**<br>**Creating a Technically Elegant System of Work** | • Translate key priorities into practical action.<br>• Align systems and processes to achieve key priorities.<br>• Focus the organization on outcomes. |
| **Empowering:**<br>**Releasing the Talent, Energy, and Contribution of People** | • Foster commitment to key priorities.<br>• Celebrate and leverage diversity.<br>• Build effective teams.<br>• Manage performance in a Win–Win mode. |
| **Modeling:**<br>**Building Trust with Others—**<br>**The Heart of Effective Leadership** | • Build relationships of trust.<br>• Model ethical behavior and personal integrity.<br>• Provide rich, productive input and feedback. |