

# retail business



## FUNDAMENTALS OF LEADERSHIP

Course: LEADERS IN ACTION: Module 1

DURATION: First day of four separate workshops

### OVERVIEW:

The importance of effective leadership is often talked about but seldom practised.

In the first of 4 leadership modules we take the “theory” of leadership and discover how to translate it into practical actions that result in staff commitment and engagement.

### EXPECTED OUTCOMES:

After this workshop you will be able to:

- Define the purpose of ‘effective leadership’ and how it differs from ‘effective management’
- Identify the importance of working “on” your business as well as “in” your business
- Describe how leadership impacts profitability
- Understand how a leader can impact staff self-esteem, motivation and engagement + retention
- Relate relevant theories of motivation to your research on what motivates people and discuss the implications for you as a leader
- Know how to adapt your leadership style to suit different individuals, to get the results you want
- Have open and frank discussions with your staff about what motivates them and what you need to do to support that

### CONTENT:

- What makes an effective team and the leader’s role
- Models of leadership
- Staff Motivation
  - Research presentation
  - Theories of motivation
  - Link theories to research
- Driving your store ‘culture’ - focusing on engagement and retention
- Situational leadership
  - model
  - Supporting your staff to get your results
  - Delegation
- Action plan and implementation project