

# Engaging **LEADERSHIP**

**Equip your leaders to create  
a high performance culture  
through unleashing the best  
in their people**





“ You get the best effort from others not by lighting a fire beneath them, but by building a fire within. ”

Bob Nelson



**LINK: See more on the comprehensive Free To Grow Employee engagement offering**

## Leadership is the biggest contributor to shaping a high-performance high-engagement culture

The reality is that employee engagement levels globally are declining. Leaders are increasingly feeling ill-equipped to meet the demands of the modern workplace. Traditional Management programmes have not prepared them to effectively deal with the new focus on employee wellbeing, creating a positive employee experience characterised by involvement, inclusion and meaningful work and maintaining performance and relationships in a remote or hybrid work environment.

### Intentionally developing an Engaging Leadership style holds many benefits

**1. Motivation and Morale:** Engaging leaders inspire and motivate their teams by recognising individual strengths and acknowledging accomplishments. This creates a positive work environment where employees are motivated to step up their performance and bring their best to work.

**2. Communication:** Engaging leaders prioritise open communication. They share information about organisational goals, changes, and challenges, fostering a sense of trust and understanding. They also create a climate where team members feel comfortable expressing their thoughts, concerns, and ideas, creating an environment where issues can be addressed promptly.

**3. Purpose:** Engaging leaders remind their people of the WHY of the organisation and the work they are doing. This strengthens the sense of meaning they derive from their work and brings a greater sense of urgency to it. Purpose fuels extra effort.

**4. Belonging and Inclusion:** Engaging leaders encourage collaboration and create a sense of unity within the team. They make people feel seen, valued and included. When 'we' replaces 'us versus them', collaboration increases.

**5. Adaptability and Innovation:** Engaging leaders foster a culture that embraces change and encourages innovation. Team members are more likely to take risks and think creatively when they feel supported and valued, contributing to a culture of continuous improvement and high performance.

**6. Recognition:** Engaging leaders recognise and celebrate achievements, both individual and collective. This not only acknowledges hard work but also reinforces a culture where accomplishments are valued, motivating team members to continue performing at a high level.

**7. Accountability:** Engaging leaders set clear standards and communicate expectations clearly and consistently. They give constructive feedback and hold people accountable.



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### Module 1: Employee Engagement

- The case for employee engagement: why it is needed now more than ever before and how your organisation and employees will benefit
- Explore the role of leaders in moving the needle of engagement in a positive direction and turning passengers and pirates into paddlers

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### Module 2: Credibility

- Set the example by aligning your actions with your organisation's values: apply the 6 C's of Credibility upon which your team judges you

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### Module 3: Connection

- Create a solid connection with employees you manage so that they will be open to your influence – apply Dr David Rock's SCARF model to team meetings and one-on-ones
- Create an inclusive environment where all will feel valued and respected
- Demonstrate that you care about the wellbeing of your team – tools and skills you can use
- Make work more meaningful by using the 4 P's to shorten the line of sight between the work your team does and the needs of the organisation
- Keep your key talent engaged and motivated by deploying six approaches to help them continuously learn and grow
- Use different kinds of rituals and celebrations to bring people closer together and strengthen the connection with the organisation
- Create a fun working environment – select forms of fun that are appropriate for and valued by your team



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### Module 4: Contribution

- Use a strengths-based approach to tap into the best each team member has to offer
- Take a critical look at the resources (skills and tools) your team needs to perform at their peak and your role in providing what they require
- Take developmental feedback to a higher level to turn it into a tool for growth
- Understand the difference between appreciation and recognition and use both appropriately to inspire your team to continue contributing and performing
- Explore the role of individual and team recognition and take a closer look at how you can apply different forms of tangible and intangible recognition to inspire peak performance
- Make your one-on-ones impactful and productive

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### Module 5: Communication

- Use the “Speaking up Ladder” to create psychological safety so that your people will feel free to speak up and contribute ideas
- Practise the art of conversation: learn to conduct seven conversations with individuals to meet both their needs and those of the organisation
- Effectively utilise various communication channels in moving employees from awareness to commitment
- Create high engagement and participation in your team meetings

*Boosting employee wellbeing, growth and engagement*



“ Only three things happen naturally in organisations: friction, confusion and under-performance. The rest requires leadership. ”

Peter Drucker

## Group size

Group size is limited to 20 participants to offer all the opportunity to fully engage

## Delivery & Duration

Presented face-to-face or virtually, Engaging Leadership can be structured to meet your needs.

The duration of this programme is three days. This can be presented over consecutive days or over time in digestible full- or half-day chunks.

## Practical tools

Leaders leave every session with tools (Slides, Conversation cue cards, Tip sheets and other resources) that they can immediately apply in their team meetings and one-on-ones.

## Leadership 360 (optional)

We can integrate a user friendly generic or customised Leadership 360 into the leadership development journey. Throughout the programme we will show how the skills and tools shared can be utilised to address the gaps identified. This brings focus to the individual learning experience.

## Individual coaching (optional)

Some of our facilitators of Engaging Leadership are also qualified coaches. This provides you with the option of complementing group learning with individual coaching.

## Coaching circles (optional)

Coaching Circles for the full group, or a smaller group, can bridge the gap between learning and application that often exists. Explore with us how we can make this best work for you, focusing on cementing the behaviours that are most critical to your culture onto the way leaders engage with their people.

*Boosting employee wellbeing, growth and engagement*

## 4. What do some of our clients say



“We were particularly impressed with Free To Grow’s approach to leadership training. The programmes have positively impacted our people and contributed to their growth.”

*Irene Kamau*

Group Head of Human Resources,  
Commercial Bank of Africa



“Engaging Leadership shifted the way our managers view their role. It had a huge impact on the team.”

*Wicus Maritz*

Managing Director,  
Rotolabel



“Free To Grow’s programmes, delivery and team are a cut above the rest. They have taken the time to understand our company and journey with us.”

*Tanya Long*

Chief Operating Officer,  
Argility



“FTG as a service provider and the impact of their programmes are, in one word, phenomenal! When they work with you, they take your mission and values and put it under their armpit. They make it their own.”

*Ruby Motlohelo*

Head of HR: Sales,  
Heineken Beverages



“The Engaging Leadership programme is a key implementation milestone of our Leadership Development Strategy. We are delighted to have such a profound enabler of leadership development as Free To Grow on board. This is exemplified by our managers’ review, one of an overwhelmingly positive experience and impact. The strength of the programme lies in the training methodology, with emphasis on learning and practise, engaging and reflection, coaching and mentoring.”

*Andre Luck*

Deputy Director (Clinical Skills) Western Cape Government  
Health, Directorate People Development

“I have had the pleasure of working with Free To Grow since 2013. We have had tangible proof of success, in many cases within a matter of months. Free To Grow has exceeded my expectations on all interventions. The health sector is a different dynamic, there was no one size fits all approach from Free To Grow. The customisation process has ensured that the course content is appropriate to our environment and our people. All the facilities that have participated are now amongst the higher performing in the Western Cape. In government we look for value for money, and with Free To Grow we have found this.”

*Tracey Douglas*

Deputy Director: Western Cape Government Health,  
Institutional Management Support

## Why trust Free To Grow to deliver?



LINK: [Download our FTG Profile](#)

## Some clients we have assisted in their leadership development journeys

