

Authentic Leadership Programme



The Shortcomings of all Leadership Training to-date

Leadership training has always been about teaching people strategies to manipulate others into doing what we want; in “polite” terminology, this is called influencing skills: different words, same thing! This approach is not leadership...it is management: it is push, rather than pull.

What is an Authentic Leader?

Authentic Leaders have no need of masks, pretence, bravado, worries about what others think of them; they are simply themselves every minute of the day. They communicate openly and honestly; they listen; they are not threatened by other people’s success; they are open about their weaknesses and humble about their strengths. They are an effortless role model and genuine team player. They know where they’re going and others are simply drawn to follow them. Authentic Leaders don’t do leadership, they are leadership; authentic leadership is about being, not doing.

All great leaders have authenticity in common: Winston Churchill, Margaret Thatcher, Nelson Mandela, JFK; in business: John Harvey-Jones, Alan Sugar, Terry Leahy. You may not like some of them, but you know they’re great leaders.

Why is Authenticity so important?

55% of human communication is unconscious; 7% is the words we use and 38% is tonality. If a leader’s words don’t match their unconscious communication (i.e. if the leader is putting on a front and therefore behaving incongruently) the subordinate knows this, decimating the power of their message.

The First Law of Authentic Leadership is:

An Authentic Leader first of all understands himself, feels good about himself and behaves congruently as himself.

The Second Law of Authentic Leadership is:

An Authentic Leader understands how people perform depends on how they interpret what is said or what is happening to them.

The Third Law of Authentic Leadership is:

An Authentic Leader understands that the open declaration of a universally shared vision transforms how people interpret what is said or what is happening to them and therefore how they perform.

The Blueprint for Authentic Leadership

Self Awareness

Self Esteem

Authentic Relationships

Authentic Leadership

Delivery

Step 1: The Leadership Programme starts with a half day seminar on The Happiness Hierarchy © and The Mind Matrix ©. This builds the essential platform of Self Awareness and Self Esteem. How can we lead others if we can't lead ourselves? A second half day seminar follows on creating authentic relationships and helping the executive to start finding their own version of Authentic Leadership

Step 2: The seminars form the basis of the initial coaching sessions in terms of Self Awareness. After the first four to six sessions, the Coaching sessions become more free-flowing and begin to relate specifically to the Client's leadership issues within the workplace. The Self Awareness gained from the seminar and exercises takes the coaching sessions to a much deeper and impactful level.

*For further information,
please ring for a chat on*

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