

# Leadership Mastered Course Overview

## Introduction

- **Welcome to the course**  
Get time back, manage your stress and smash your goals with ease! Learn how this course has been built by experienced leaders for leaders - so dive in and build your plan for development and becoming great.
- **Not your usual Leadership Development Course**  
This is not your normal leadership development course. This is less about training and more about coaching you to get better and better each day. So the videos are deliberately short and designed to get you to think and act differently.
- **Where do I find everything?**  
In this video, you learn where you can find all the downloads, where can you leave a comment and how the modules will become available over time as you progress.
- **The criticality of language**  
Language is the basis of misunderstanding. Learn how to improve your communication just by defining what you mean by the words everyone uses so regularly? Start to think and define the words you commonly use to work with your people to remove barriers to understanding and effective communication.
- **Build your support network**  
Learn how the quality of your support network will determine your success as a leader. If you surround yourself with people who just say yes and will not hold you to account then over time you will become disconnected from your people, your market and your customers.

## Module 1 - Awareness Beats Everything

### Intro to Module 1

Learn what is covered in Module 1 and how to make common sense common practice.

### Understanding yourself

- **Why understand yourself?**  
Learn how the more you know and understand yourself and your motivations for the way you behave, whether those are conscious or unconscious the more effective you become.
- **Define your Picture of Success**  
Learn what success means for you. Make sure you are thinking ahead, not looking back when you use this tool. Who and where do you want to be in 10 or 20 years?
- **Circles - finding your sweet spot**  
We all have our areas of strengths that are aligned to our goals, ambitions and values. What are yours?
- **Building your user manual**  
Learn how to use this tool that allows you to clarify and articulate how to get the best out of you. This will allow you to operate effectively and share a tool with others that can help them collaborate brilliantly.
- **Lifeline**  
What are the patterns in your life? How can you learn from the highs and lows? Learn a tool to give you this insight.
- **What really motivates you in your career?**  
Learn your personal motivators - is it recognition, money, satisfaction or something completely different?
- **What is Enough?**  
Learn a tool about money but equally about applicable to power, influence, fame etc. and how this aligns to your values and ambitions.
- **What is your leadership style**  
We all have one but what is yours and how can you articulate it and share it with others?
- **Starting to build your executive presence**  
As leaders we often just who we are and we have not deliberately thought about our presence and what we need to do to build it and curate it for each situation. Learn how to deliberately define your Executive Presence.

- **How your Brain works**  
In this video, learn about the Neurosequential Model of the brain developed by Bruce Perry and how this can make you more impactful and effective as a leader.
- **Finding the edge of your comfort zone**  
Learn how to safely push yourself to the edge of your comfort zone on a regular basis to help you expand your comfort zone

## Understanding Others

- **Why do I need to understand others?**  
Learn why this is that important. To lead, we have to connect. We have to communicate. We have to collaborate. We have to engage with people. So understanding how people tick is critically important.
- **Fact vs Opinion**  
How can you shift yourself and people to understand the facts vs just the opinion?
- **Are you a great listener?**  
Learn about the two main types of listening and the impact that they have.
- **How to listen to understand**  
Learn how to use LACE to enhance your listening skills and your impact on others.
- **What does performance mean to you?**  
Define what performance means to you and spend some time defining performance for yourself and then work with your team to do the same.
- **How can good enough performance create high performing teams?**  
Learn how high-performance teams are not teams that are high performing all of the time. They are teams that act as one unit allowing for people to be human in a way that actually overall performance and productivity are raised.
- **Intention vs Impact**  
A simple tweak to make you a better communicator. The harsh reality is that the intention behind our communication is irrelevant if the impact of our message sucks.

## Understanding your role as leader

- **The four roles of a leader**  
Learn the four roles of a leader: Manager, Leader, Coach and Sounding Board. Learn how can you balance the 4 roles that a leader needs to play to make yourself effective and impactful.
- **The 6 aspects of leadership**  
Learn the 6 aspects of leadership that you and your team need to master to ensure that you have the right people in the right places, doing the right things at the right time, consistently.
- **What is Transformational Leadership?**  
Learn how to lead an organisation to be agile and to meet new opportunities with speed by both enabling fast change of skills, behaviours, processes and systems.
- **What is Risk Management?**  
Learn how to keep your eyes on the horizon as a leader and find the silver linings in any clouds that might appear.
- **What is Customer Focused Leadership?**  
How much time do you spend focused on the customer? Are all of your activities and projects centred on delivering value to your customer?
- **What is Culture of Openness?**  
Openness is both how you treat and engage with your people as an organisation as well as the effort you put into ensuring that data is available as low do the company as possible, giving easy access to the information people need to do their jobs.
- **What is Optimising Productivity?**  
Yes, get your calendar sorted but how often do you look at your process and your systems to see if they are fit for purpose?
- **What is managing well-being**  
Sleep is important and so is exercise but that is not everything about well-being. As a leader, you need to think about engagement and ease of work for your people as the smallest obstacles can create great frustration.
- **Demonstrating company values**  
We all have them but what do they mean? And what are your values and how do these align?
- **Company Policies & Regulations**  
Learn to uphold your companies' policies and regulations and how to support others to do the same.
- **What if I can't impact the whole company culture?**  
Learn how to consider your position in the structure & scope of your organisation when you are trying to impact the company culture.
- **Technology - Threat or Opportunity?**  
At the time of recording this, the debate of AI and whether it is going to take everyone's job and what's it going to mean for the workplace of the future is in full swing, but technology has always been a threat and an opportunity.
- **Well Done! You have completed Module 1**

## Module 2 - Becoming Great

### Intro to Module 2 - Becoming Great

In this module, we are taking the skills and behaviours you need to cultivate to become a great leader to the next level.

### Leading Self

- **Why lead yourself?**  
Setting yourself up as a role model to others requires discipline and consistency, so adopting the right mindset and habits is vital as a leader.
- **What is your stress mindset?**  
As we examine our Stress mindset it is useful to keep notes on how we think and the labels we give our emotions when we are stressed
- **Managing Stress**  
Learn how you can quickly learn some tricks to help you manage your stress that will have a major impact on you and your performance.
- **Decision making**  
Learn how you make decisions. If you cannot articulate this clearly, how can you build trust in others in your decision-making process?
- **Define what risk means to you.**  
Spend some time considering what you view as a risk and what you don't. Use the worksheet to help you articulate your definition of risk.
- **Measure your risk tolerance**  
Use the worksheet in the lesson above with your team to start to understand their definitions of risk and where are there misunderstandings or misalignments.
- **Setting your boundaries**  
Setting boundaries is never easy, but it is critically important to your well-being, your success and the resilience and adaptability you have as a leader.
- **Only You Can Do**  
How ruthless are you with your To Do list? Learn how to delegate effectively, consistently.
- **Regaining composure**  
We all lose our cool every so often, or we get close to it. Simple breathing techniques are a powerful way to regain our composure as a leader.
- **Take control of your calendar**  
Who is in control of your time? If you do not control and manage your calendar effectively then it is not you.

### Leading others

- **How to lead others**  
There is a big difference between a boss and a leader who focuses on gaining followers.
- **The juicy topic of Trust**  
Learn how to reflect on and create trust in a way that is aligned to your values
- **What is communication?**  
How do you define communication? What does it mean to you?
- **The power of a story**  
Learn why and how stories are so powerful
- **How to build stories**  
Learn the first step in building impactful stories
- **Planning for impact**  
As a leader, you will spend your time communicating with audiences of different sizes. How do you plan for a 1:1 differently from a large conference keynote? Learn some tips here and remember what we all learnt at school; beginning, middle and end.
- **Using questions to become a better leader**  
Great leaders ask great questions. Your ability to use questions directly impacts your ability to lead successfully. Shifting your mindset from telling to questioning instantly improves your impact.
- **Types of questions**  
What type of questions do you know? What type of questions do you use and how can you use questions more effectively?

- **Convince or not to convince**  
Convincing people is often touted as the role of a leader, but it is just another word for change, so we need to think about our language and how we restrain from pushing people who may not want to be pushed.
- **Are you empowered?**  
What does feeling empowered allow you to do? When do you not feel empowered? Gaining awareness of your own empowerment will help you build this sense in others.
- **How to empower others**  
Actively empowering people also helps you understand what blockers might be in the way of them excelling in their roles.
- **How to identify your strengths and the strengths of others**  
There are lots of different assessments available for you to determine your strengths, we even have one ourselves. But if you don't have access to these resources, what can you do to assess your strengths and those of your team?
- **Celebrate!**  
Creating a habit of celebration makes people feel valued and appreciated but it take effort to create this habit to begin with as we are so used to just celebrating at set times of the year.

## Owning your role

- **What do we mean by owning your role?**  
Starting to own your role allows you to relax into the part of a leader and shift your focus to externally and strategically.
- **Why take a transformation journey?**  
Learn the Questions to answer before you start a transformational journey.
- **Who is your customer?**  
Learn how to identify your internal customers and deepen your understanding of how you can work highly effectively together.
- **How well do you know your top customers?**  
Do you know your top customer? Can you reel them off by heart? If not then you have some work to do.
- **Who are your competitors?**  
Learn how to list your top competitors as well as any new players so that you can start to differentiate yourselves effectively now and in the future.
- **Stakeholder Mapping**  
Learn how to identify and best engage with your key stakeholders
- **Stakeholder management**  
What do people say when you are not in the room? This is the basis of your reputation and your influence on your stakeholders.
- **How to Build a Plan**  
Common sense is not always common practice, so revisit how to build a plan to make sure you have not missed any steps.
- **When to start when assessing skills**  
Assessing the skills of your people is vital but it is important that you are assessing against your long-term goals as well as what is needed now.
- **End of Module 2**  
You have reached the end of module 2. Spend some time consolidating and practising your new skills before diving into Module 3.

## Module 3 - Rise to New Heights

### Welcome to Module 3

#### Mastering Self

- **What do we mean by master self?**  
Mastering self is all about discipline and consistency even when it gets tough.
- **Creating safety - taking the 1st step**  
Learn what makes you feel safe and how to do the same for others.
- **Shifting your leadership style to the situation**  
How can you use the four roles of a leader to ensure that you are achieving what needs to be done but in a way that is consistent with the leadership style that you have chosen?
- **Be here now**  
Simple techniques like feeling your toes and letting your weight sink into the chair can bring you back to the moment when your brain has disappeared onto a different topic or a meeting in the future.
- **Is it ok to be open and honest in all dealings?**  
This is something that we all strive to be but how do we manage that as a leader? No one said a leader's job was easy and this is a tough balance to manage.
- **Difference between safety and trust**  
This is an important distinction to remember, just because someone doesn't feel safe, doesn't mean they don't trust you and visa versa.
- **What are habits?**  
Learn what habits are and why they are so hard to break
- **Habits I want to change**  
Learn how to build your plan to change your habits.
- **Blind spots & Feedback**  
Blind spots - we all have them. But being aware of them is the biggest hurdle. Blind spots are called blind spots for a reason, deepening your self-awareness gives you insight into what might be holding you back.
- **What about Emotional Intelligence?**  
Learn how Emotional Intelligence aligns with what you have learnt and how it is not a singular thing but a combination of actions and behaviours.

#### Deepening your impact

- **What does deepen your impact mean?**  
Have you ever had a bad leader? Most of us have so we all know the impact that bad leadership has on people and their personal lives.
- **Embracing Conflict Conversations**  
Learn to embrace conflict as an opportunity to drive creativity and innovation as well as deepen understanding in your organisation.
- **Transactional Analysis**  
Transactional Analysis gives us a great framework to understand our behaviour and that of others to ensure we have the impact we need.
- **SCARF**  
A special thank you to David Rock for this great framework to help us engage with conflict and change successfully.
- **Letting go of the outcome**  
When we start to think about how we want to develop others and coach others, putting on that hat of the coach as one of those four roles of a leader, the first thing we have to do is let go of the outcome.
- **Difficult Conversations**  
Difficult conversations are difficult because they are difficult, but how can you prepare to make these more effective and productive?
- **MAD SAD GLAD - dealing with grief as a leader**  
Grief in the workplace, it is not a regular conversation but one that is critical to have. To dive deeper into this topic, read our blog post [here](#).
- **Regulate, Relate, Reason**  
Learn the 3 Rs of Leadership so you can support yourself and your team to operate at their best
- **Structured repetition is king**  
Do you ever find you are repeating yourself? Use a structured approach to delivering key development points to increase your impact but remember to Regulate, Relate and Reason first!

- **Elements of Trust and Safety**  
Learn the key elements of trust and safety
- **How do you develop someone who doesn't want to be developed**  
Sometimes it feels that people don't want to listen. That can be the case, resist from trying to change someone and see what happens.
- **Setting expectations**  
How can you get SMARTer with your expectation setting?

## Mastering the role

- **Mastering the role**  
Truly mastering your role allows you to step back further and take a step closer to that Picture of Success that you defined in Module 1
- **PESTEL**  
Structure can give you insight. Learn a framework that allows you to keep your eyes on the horizon and find opportunities that are not obvious.
- **How to use PESTEL**  
Learn how to effectively use the PESTEL framework to manage risk and find opportunities
- **Researching Risks**  
Once you have spotted a risk, how do you dive deeper into details to find the plan to mitigate and maximise the opportunity.
- **Gathering diverse perspectives or insight**  
Learn how to gather diverse perspectives or insight to improve your knowledge and visibility.
- **What capabilities do you need to deliver on your strategy?**  
What skills and behaviours do you need in 3 years' time? The ones you have now will not be the ones that you need to deliver on your long-term ambitions.
- **Creating an external focus**  
Adopt the mantra: "What's in it for the customer? What value are we giving to our customers?"
- **Stepping back to be strategic**  
Learn how to identify 3-4 ways that you can push yourself outside your comfort zone so you can step back from your team and trust that they have the ability to do the role you have developed them to do.
- **Is Your Organisation Fit for Purpose?**  
What do you need to do to create an organisation that is fit for purpose?
- **Congratulations! So, what's next?**  
You have made it to the end of this course. You are now on the path to gaining mastery in leadership.

To become a great leader head to [Leadership Mastered](#) and sign up for just **£99**