



# CTR FACTOR LEADERSHIP SERIES

## TRAINING & DEVELOPMENT



### The science of leading without leading...

Leadership is traditionally regarded as tough terrain to master, with many heuristics and homilies, but few scientific principles. Most of these treatments of leadership miss the fundamental, counter-intuitive truth – great leaders don't lead. Instead, they get others to want to follow. Leadership is the ultimate, magnificent act of free will on the part of those who follow, and the awesome, magical secret of great leaders is that they have figured out how to make that act happen consistently and predictably. CTR Factor explores the science of gravitational leadership by examining the currencies that need to be earned (Credibility, Trust & Respect), assets that need to be built (Results, Relationships, & Resources), and investments that need to be made (Capabilities, Character, & Competencies). This flagship keynote product from CTR Factor takes audiences on a fascinating personal leadership journey of experiential learning that transformed the speaker from cab driver to senior executive. The lessons learned along the way are woven into a radically different leadership model, and leveraged systematically and sequentially to derive specific leadership techniques that can be used the next day. Entertaining story-telling and insightful model-building at its scintillating best.

#### MODULE 1

##### MASTERING THE FUNDAMENTALS

This foundational module in the program takes audiences through the leadership journey, philosophy, and strategies associated with CTR Factor leadership.

#### MODULE 2

##### WHAT IS YOUR CTR FACTOR

This module builds on the insights of the previous segment to establish CTR Factor scores for participants, areas of strength & opportunity, and alignment with established CTR leader profiles.

#### MODULE 3

##### IMPROVING YOUR CREDIBILITY FACTOR

This module is jam-packed with innovative and fascinating techniques to improve one's Credibility Factor scores from their assessments in the previous segment.

#### MODULE 4

##### IMPROVING YOUR TRUST FACTOR

For those with opportunity to improve their Trust Factor scores with key stakeholders, this module provides insightful and effective tactics that will make you a better leader rapidly.

#### MODULE 5

##### IMPROVING YOUR RESPECT FACTOR

If your Respect Factor is what needs work, this segment will teach you proven but under-utilized approaches to do so that will quickly fix the Rodney Dangerfield syndrome.

#### MODULE 6

##### IMPROVING YOUR CTR FACTOR

This capstone module brings it all together by having participants apply the techniques learned in the previous sections to specific professional and personal situations.