



# LEADING FOR IMPACT

**IMPACT**  
SPEAKING LAB

In the current business world, according to Liz Ryan in Forbes “...we know that **empathetic, trust-based human leadership is not only the most effective way to lead a team but also the most profitable way to run a company.**”

Companies and teams can only get so far relying solely on strong management. Leadership, not simply management, is required to build strong attractive cultures and create and fulfill big visions. Great leaders create environments where people experience being valued, and in which they learn, grow, develop, and give their best every day.

The challenge for most companies is that they promote strong individual contributors who do not have training in leadership skills. Further, **most companies do not have a robust internal training resource for developing these high potential employees into effective leaders.** Without training for their leaders, companies struggle with high friction cultures, attrition, dissatisfied employees, and lackluster and inconsistent results. Conversely, companies who take the time and dedicate the resources to developing their leaders have high employee retention, strong results, attract great talent and win out over the competition.

**Great leaders are not born; they are trained.** Impact Speaking Lab’s Leading for Impact training provides a new model of leadership. Leaders learn the science underlying human action which equips them to galvanize people into effective action towards a visionary goal. They learn to create a culture of trust and empathy, the two critical factors in every effective high-powered organization. Collaboration is then a natural outcome, and people work together producing results that go beyond the predictable. Innovation, expansion, career development and strong performance become the norm.

## LEADING FOR IMPACT TRAINING TEACHES:

- ▶ The 5 Pillars to effectively exercising leadership
- ▶ How to be a coach and not a boss
- ▶ How to have the people around you win
- ▶ How to be masterful when navigating difficult conversations
- ▶ The secret to having people expand performance

Impact Speaking Lab’s trainings are highly interactive experiential learning sessions. We use worksheets, videos, slides, role play and practice providing real time feedback and training whether live or in a virtual setting. **We tailor our training to meet the needs and outcomes of your specific team.**

## OUTCOMES:

- ▶ Ever-expanding results
- ▶ Collaborative teams who fulfill on strategic initiatives
- ▶ Strong, attractive cultures
- ▶ Low attrition and loyal fulfilled employees
- ▶ Abundant opportunities for career development and growth