



FOX CITIES CHAMBER
CONNECT | GROW | LEAD



**NATIONAL
CHAMBER
OF THE YEAR**

Leader Lab: Curriculum Overview

1. Module 1: Leaders maintain a never-ending focus on mission, culture, & excellence.

Objectives: By the end of this module, participants will be able to align their actions with organizational mission, contribute to a high-performing culture, and identify barriers to excellence and team success.

- a. Mission-Driven Leaders (1:37)
 - i. Focus: Company mission statements should help focus and drive the actions of leaders and employees.
- b. Culture (2:40)
 - i. Focus: The leadership loop is complete when everyone has a clear vision of what they want their company to be.
 - ii. Challenge: Leadership Loop
- c. Envision the Culture (2:40)
 - i. Focus: The best cultures are envisioned, shaped, and maintained.
 - ii. Activity: Company Culture Canvas
- d. Excellence (3:32)
 - i. Focus: Try to differentiate your company and correct excellence inhibitors when needed.
- e. Satisfied Customers – NOT Enough (4:49)
 - i. Focus: Strive for a higher standard for your customers.
- f. Internal Customer Service (3:27)
 - i. Focus: There are three levels of responsiveness, and you are striving for level 3.
 - ii. Activity: Responsiveness Identification
- g. Recruitment & Selection (2:59)
 - i. Focus: Choosing strong employees is critical for company success.

2. Module 2: Leaders create an environment where staff feel proud of their company – and know that their company is proud of them.

Objectives: By the end of this module, participants will be able to build team pride by connecting staff to organizational purpose, celebrating achievements, and empowering others to represent the organization with pride.

- a. Cosmos & Locals (2:54)
 - i. Focus: Cosmos tie their ego to themselves; Locals tie their ego to the whole.
- b. Do you know your history? (3:41)
 - i. Focus: “It’s impossible to be proud of something you know nothing or little about.”
- c. Fishing for Compliments (2:39)
 - i. Focus: Celebrating and sharing the wins of others helps build company pride.
- d. Celebrate Success (2:55)
 - i. Focus: Celebrate the small things to build company pride.
- e. Training Staff to Market (3:28)

- i. Focus: It's important for every employee to be able to tell others why they should either work for their company or do business with their company.
- f. Recognition – A Couple of Techniques (2:28)
 - i. Focus: Recognition is important to build loyal employees.
- g. Be a PR Agent (2:31)
 - i. Focus: Celebrate your star performers by bragging about them to others.
- h. Second-Hand Compliments (3:02)
 - i. Focus: Stronger connections can be made between employees when you seek out and share compliments people make about each other.
- i. Appreciation – Get Creative (2:49)
 - i. Focus: Make sure employees know you are proud of them and what they do.

3. **Module 3: Leaders work hard to help staff be successful at work and in life.**

Objectives: By the end of this module, participants will be able to support staff success through effective feedback, intentional relationship-building, and strategies that foster professional and personal growth.

- a. It's Not About You (2:48)
 - i. Focus: The goal is to advance the success of the company Stars, so you must adapt to their feedback style.
- b. The Magic Feedback Ratio (5:00)
 - i. Focus: You should provide two positive remarks for every negative comment. "You can only overdo positive feedback if it is insincere."
- c. Openness to New Learning (3:47)
 - i. Focus: There are some employees who are not open to new learning; it's important to figure out who to invest time in and how to encourage growth.
- d. Success – The Simple Solution (1:42)
 - i. Focus: "If you want to be viewed as a star employee, find out what your supervisor expects and then exceed those expectations."
- e. Think Up Two (2:47)
 - i. Focus: Make an attempt to make your supervisor look like a star to their supervisor.
- f. The Value of Mentoring (2:57)
 - i. Focus: Seek out mentors you feel would be valuable to your personal goals.
- g. Linkage (2:16)
 - i. Focus: Link an employee with a second employee who can be a trusted resource for that individual.
- h. The Single Best Piece of Advice (3:51)
 - i. Focus: Never overpromise and underperform.
- i. Sea of Possibilities (3:53)
 - i. Focus: When an employee isn't performing up to standard, it usually comes down to one of three reasons: skill, effort, or ability.

4. **Module 4: Leaders protect the right of good staff to work with good staff.**

Objectives: By the end of this module, participants will be able to address underperformance respectfully and consistently, set clear expectations, and follow through to uphold a high-performing team culture.

- a. Go Fix It
 - i. Focus: employee takes accountability for their poor performance
- b. The DNA of Employee Error
 - i. Focus: After making a mistake, identify if someone's reaction is defensive, nonchalant, or agitated (with themselves).
- c. Holding Performance Conferences with Confidence

- i. Focus: make them feel safe, describe the gap, listen, plan
- d. What Are You – Uncaring or Stupid?
 - i. Focus: When poor performance isn't addressed, people may start to think of the supervisor as uncaring or stupid.
- e. What's Wrong with This Picture?
 - i. Focus: The supervisor shouldn't work harder to make the employee successful than the employee works to please the supervisor.
- f. Goodbye to Option B
 - i. Focus: Don't allow an employee with consistent lack of effort to fall back to poor performance after you've discussed their improvement plan.

5. Module 5: Leaders encourage and promote open discussion and analysis as a predicate to decision making.

Objectives: By the end of this module, participants will be able to lead open and constructive discussions, seek input for better decisions, and clearly define next steps to drive execution.

- a. Listen Up
 - i. Focus: importance of actively listening
- b. Why Do You Ask?
 - i. Focus: What do you think or why do you ask?
- c. The 360 Rule
 - i. Focus: make significant decisions with the input of several intelligent people
- d. What / How / Who – Sit Back Down
 - i. Focus: avoid leaving a meeting until the what, how, and who are decided
- e. Plan It Backwards
 - i. Focus: focus on what guests should know and feel at the end of the event/meeting
- f. Invert the Question
 - i. Focus: think of what could be done to achieve the opposite of your goal
- g. Argue the Other Side
 - i. Focus: argue against your own position to make the best decision

6. Module 6: Leaders deal effectively with conflict.

Objectives: By the end of this module, participants will be able to approach conflict with professionalism, engage in respectful disagreement, and take accountability in difficult conversations.

- a. Stupid Idea – Let's Have Lunch
 - i. Focus: Intellectual arguments & challenges create excellence – "Friendly friction"
- b. You Can Always Ratchet Up Tomorrow
 - i. Focus: When dealing with conflict, start with a soft approach; you can always use a more intense approach as time passes. "Never discipline by phone."
- c. Learn to Apologize
 - i. Focus: Accept responsibility and take accountability if/when you have a poor interaction.
- d. Unspeakables
 - i. Focus: If you're angry, afraid, or hurt, it can be difficult to talk about your feelings, but it's important to have an open dialogue with the one causing these emotions.

7. Module 7: Leaders encourage others to enjoy their work.

Objectives: By the end of this module, participants will be able to foster joy and connection in the workplace, and intentionally build moments of fun and celebration to boost engagement and retention.

- a. Empower Your Fun People
 - i. Focus: Identify those who enjoy having fun and allow them some creative freedom to plan parties and games for your team.

- b. Sad - No Laughing Matter!
 - i. Focus: Enjoying your job and having good company morale is important for employee satisfaction.
- c. Why Not Have Some Fun?
 - i. Focus: "Make sure that your staff members enjoy their work setting and the people they are working with."