

The Leadership- Profit Chain

The Link between Leadership and Organizational Success

Your Operational Leaders: The Foundation of Success

The effective integration of strategic leadership, operational leadership, employee passion, and customer devotion is as critical to organizational success as the organization's supply chain.

What if your leaders aren't aware of this impact? Blanchard's The Leadership-Profit Chain gives leaders a profound understanding of the significance of their role in the organization through an easy-to-understand framework, delivered in a self-paced course.

Built from decades of research and experience, The Leadership-Profit Chain helps operational and strategic leaders set priorities and weigh tradeoffs, empowering them to lead with purpose and inspire their teams. When leaders take care of their employees, their engaged employees want to take care of the customers. And when customers receive stellar service, they return year after year.

Outcomes



Empower Operational Leaders



Energize Your Team



Improve Customer Satisfaction



Create Leadership Synergy



Learning Objectives

- Know the two types of leadership that power the organization.
- Understand the roles of strategic and operational leaders.
- Discover how inspired operational leadership creates employee work passion.
- Understand how inspired employees create customer devotion.
- Realize how customer devotion results in organizational vitality.

Leadership-Profit Chain



Who Should Take The Leadership-Profit Chain?

- Leaders at all levels
- Individual contributors who aspire to be leaders
- High-potential employees interested in developing themselves for greater leadership responsibility

Flexible Options to Meet Your Needs

Online Awareness • Application • Performance Support

Online Overview: A 35-minute on-demand module enhanced with micro-learning activities, available as a Blanchard-hosted or client-hosted solution.

Contents

1. The Leadership-Profit Chain Overview
2. Discover The Leadership-Profit Chain
3. Aligning Leadership
4. Strategic Leadership
5. Operational Leadership
6. Employee Work Passion
7. Customer Devotion
8. Organizational Vitality
9. Summary
10. Quiz

Connect with us:



blanchard.com
760.233.6725

blanchard.