



making work
a better part of life



Ready to FLiP leadership on its head?

NEXT LEVEL LEADERSHIP

Presented in partnership:



Online course: Be a leader people WANT to follow

This course evolves thinking from leader-centric to partner-centric. And, unlike many leadership courses, this is not about self-help: it is a skill-building course on how to be a great leader of others! Because you're not leading if no one is following.

FlIP U presents a brand new, pracademic leadership course: deeply rooted in science and research, and made practical with on-the-job tools, tips, case studies, and memorable stories. This course will be relevant for new people leaders and experienced leaders looking to modernize their leadership know-how and toolkit.



The modern role of leadership is not so much to delegate, evaluate, rate, rank, review, and differentiate. Rather, today's leaders coach, chart the path, clear the path, and help people have awesome experiences in the process. It involves a lot of communicating, a huge emphasis on goals, being clear on priorities, erring to "yes", and obsessive attention to the people side of things. It means taking personal responsibility for continually advancing your people skills.

Based on the highly regarded book, *Leadership is Half the Story: A Fresh Look at Followership, Leadership, and Collaboration* (University of Toronto, Rotman Press), it is the next evolution of ideas of servant leadership and how work has changed - from leader-centric to partner-centric.

By the end of this course you will be able to:

- Step into your best leadership self
- Critically evaluate your leadership identity and brand: who you are and who you aspire to be
- Apply the most important leadership technique and know how to get more of it
- Further hone your questioning mindset in ways that encourage new insights and get better results
- Distinguish the optimum conditions for team success
- Be easy to follow
- Have generative conversations rather than difficult ones
- Give actionable feedback generously and receive feedback graciously
- Gain more insight how you can champion the evolution of your organization's culture
- Bring out the best in everyone

Online course: Followership: The F-word that complements leadership

Imagine you had a secret formula that supercharged your career, enabling you to make your voice heard, create more value, and take control of your organizational destiny. Also, imagine that secret formula supercharged your team and your organization by improving accountability, productivity, creativity, and engagement by 17 to 43%!



Here is the secret: How you show up in your followership role is just as important as how you show up in your leadership role. The formula is: leadership skills + followership skills = great partnering.

FlIP U presents the world's first online course on followership. On any team you have two roles: sometimes you are leading, while at other times you are following. Both roles are essential for your success and that of your organization.

This course is for smart people who aspire to higher performance and recognition. It's for life-long learners who want to know about current hot topics. Frankly, it's for everyone who hasn't taken a followership course.

By the end of the course, you will be able to:

- Recognize the value and potential of Active Followership in addition to Leadership
- Increase the value you bring to your team as well as how much you are valued by the team
- Gain more support for your ideas and recommendations
- Champion a culture of accountability and high performance
- Increase your leadership capacity
- Enhance performance in yourself and others by coaching and mentoring for stronger followership
- Gain a host of useful followership tools and job aids
- Be a more effective, persuasive and credible communicator
- Distinguish yourself with your collaboration skills

Step into your most confident, influential self AND help those around you be better leaders, collaborators and partners.