KJKM Leadership Consultants
“Creating Leaders for the Future”

Leadership: The Backbone of the Organization

Kevin Thomas
Joe Hoffman
Monica Watson
Overview

- What is leadership
- Why train leaders
- What is our market potential
- What are the objectives of our program
- Brief outline of program
What is leadership?

• Keys to leadership
• Communication as a role
  – Organizational harmony
  – Conflict management
Why do we train leaders?

• Effective leaders produce effective employees
• Effective employees means more money for the company
• Not everyone is a born leader, many need training
Market Potential: Potential Clients

• Why our marketing will be successful
• Who will we market towards
• What organizations will we market towards
Market Potential: Selling Strategy

- Why companies need leaders
- How we will sell our program
- Successful companies have good leaders
- We will give organizations what they need most
Who are we targeting?

• People already in leadership positions
  – Managers
  – Supervisors
• Ambition
• Motivation
• Respect
• Enthusiasm
Objectives of our program

• After the completion of the program, trainees will be able to:
  – Have a full understanding of the various leadership styles.
  – Know how to effectively use communication skills within the workplace.
  – Effectively resolve conflicts within their division
Program Outline

• What is leadership and the importance of leadership within the organization
• Styles of leadership
• Leadership responsibilities
• Communication skills
Review

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• Brief outline of program