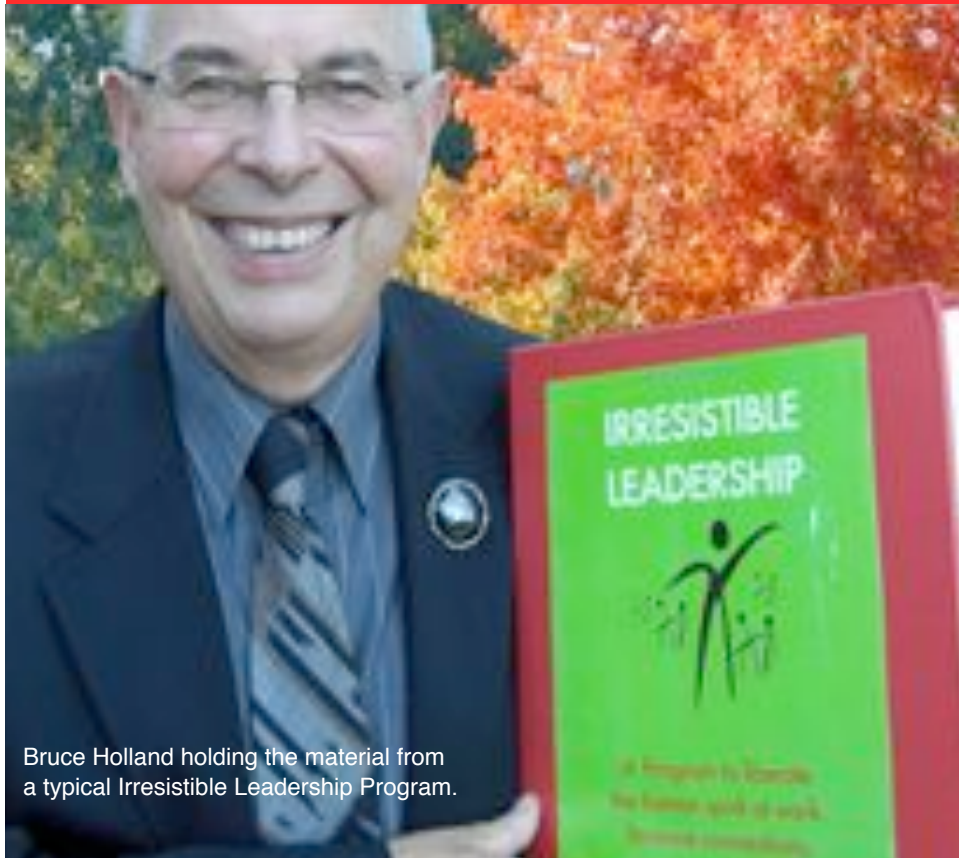


IRRESISTIBLE LEADERSHIP PROGRAM



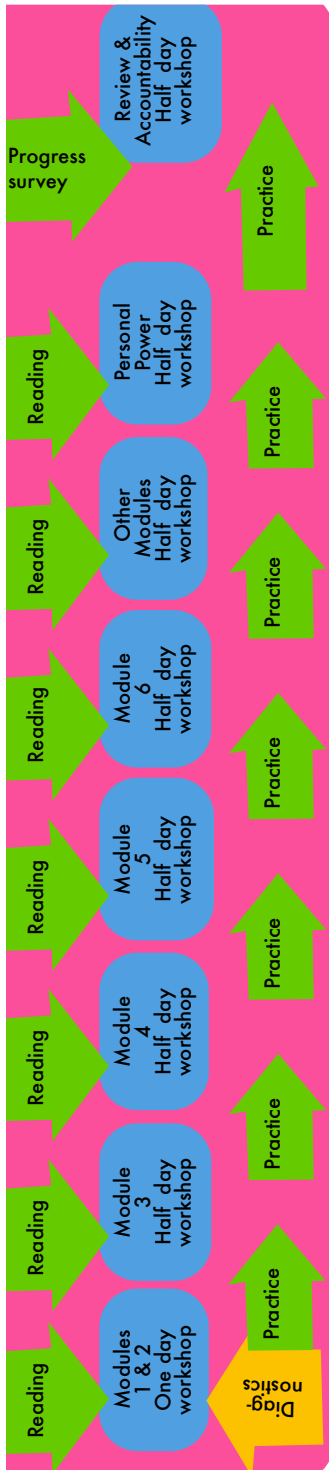
Bruce Holland holding the material from a typical Irresistible Leadership Program.

Build irresistible leaders throughout your organisation

Most leadership development programs focus only on strengthening individual leaders. This Program is different, it is focused first on the organisation and only second on the individual. Its primary aim is to get people out of silos working together more effectively by building relationships through increased connections, depth and meaning within the organisation.

Organisational success has more to do with the way people interact together than how they act on their own. It has more to do with the team than the individual. It's about moving from 'I' to 'We' to 'Us.' I call it 'liberating the human spirit at work.'

The Program is modular which provides a great deal of flexibility. There are over 50 modules clients can choose from. Clients commonly choose about 10 to 15 modules.



The chart opposite shows the structure of a typical Program.

The first workshop is usually a full-day and includes the first two modules. The remaining modules are delivered in half-day workshops about two weeks apart.

The whole Program runs for between 4 to 5 months but only involves about 5 days of workshop time.

In the periods between workshops participants practice on real issues within their organisation. They also use these periods to do the readings for the next module. This means we can use the workshop time in facilitation mode rather than teaching mode.

Over the course of the Program the readings grow into a highly valuable body of material for future reference.

Peer-to-peer development

People learn best from peers who share the same daily experiences.

The Program is based on storytelling. For example: 'My greatest leadership accomplishment' and 'The person who influenced me most.' As participants tell each other stories, connections are made, conversations become more meaningful, and trust is built.

Positive psychology

The Program focuses on strengths, not weaknesses. The aim is to make each person feel stronger because big people look for the best in others while small people look for weaknesses in others and make them feel small too.

Measurement of success

At the start of the Program participants write to their manager and to their direct reports, asking them to look for changes in specific behaviours during the Program. At the end these people give feedback on whether these behaviours were observed.

Participants monitor their progress in specific areas monthly during the Program and for at least 6 months after it is finished.

Three months after the end of the Program participants undertake a half-day Review and Accountability workshop to review their progress towards their personal commitments and the Group reviews its commitments overall.

Management support

Management support is important to the success of the Program. I strongly recommend that the senior management team shows leadership support and commitment to the Program preferably through participation.

Diagnostics

Bruce Holland is an organisational expert. His core skill is diagnosing the issues in an organisation and designing programs to make them stronger. Often this includes talking to a selection of Tops, Middles and Bottoms and observing a Management Meeting. Each Program is specifically designed for the client with their deep involvement resulting from the diagnostic phase.

Participants

Programs can have up to 25 participants, so many organisations put all their managers and aspiring leaders through. As a result everyone grows together supported by peer-pressure, increasing trust and new internal networks.

Alternative programs often send one or two managers away on an external program that benefits the individual until they return to the workplace where they feel unsupported and misunderstood.

Investment

The investment depends on the number of modules chosen rather than the number of participants. Programs with 10 modules cost about \$29,000 (\$1,160 per person of 25) and Programs of 15 modules cost about \$39,000.

The most popular modules

Of the 50 modules, the 13 most popular modules are listed below.

Become an Irresistible leader

Irresistible leaders develop human energy by tapping into its source: body, head, heart and soul.

Content includes

- The material and ideas in this module are basic to the Program and usually a good place to start
- What irresistible leaders know that others don't
- Aligning leadership to the Value proposition
- Leadership behaviours.

Why this is important

This module is usually the foundation module for the Program. It will show that every person has been a leader at some time in their life. It will show the surprisingly simple things that irresistible leaders do that make such a difference. It's about developing human energy.



Understanding Ourselves and Others Using Herrmann's Thinking Preferences

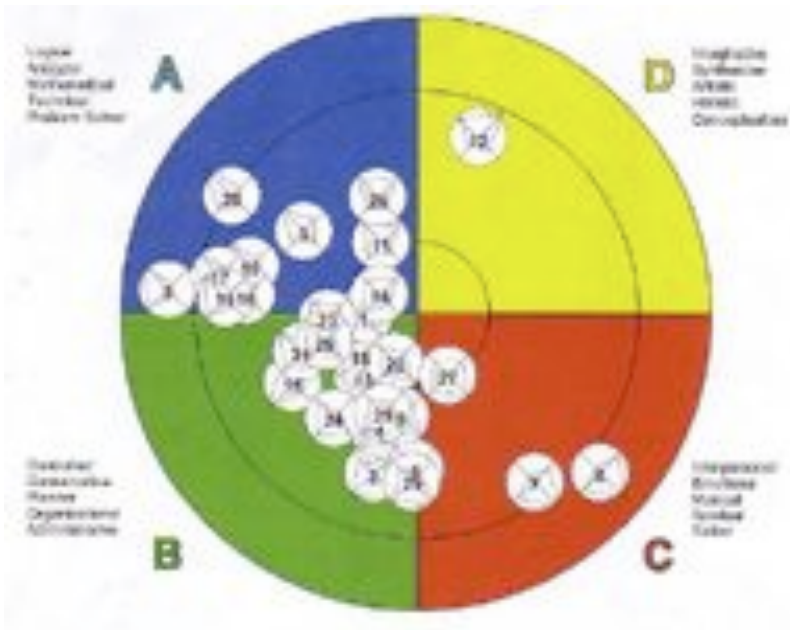
Herrmann's Thinking Preferences show that people think in fundamentally different ways and need to be led differently.

Content includes

- Profile team to get a profile map like the one below
- Profile each individual
- Understanding your strengths and playing to them
- Understanding others, their needs and frustrations
- How to communicate more effectively
- How to do better presentations.

Why this is important

This module shows people are different. Treat them the same and you will get lukewarm results. Treat them special and you'll get magic!



"It's like looking at my relationships
under a microscope"
Satisfied client

The Power of the Subconscious mind

The picture we hold in our subconscious mind drives our behaviours and success; or holds us back. Unleash this power in everyone.

Content includes

- How the subconscious works
- The power of self-talk
- Accessing the power of the subconscious
- How to stop sabotaging yourself.

Why this is important

Most managers only develop their conscious mind. They assume that's where their power comes from. This module shows power actually comes from their subconscious mind. They will never be more powerful than the mental pictures they have of themselves.



**Irresistible leaders know that their power
comes from their subconscious mind**

Making the Most of Your Genius Factor

When people understand their Genius Factor and use it deliberately, there is no limit. This module identifies and utilises the untapped genius in your organisation.

Content includes

- Identifying your Genius factor
- Learning how to use our Genius more effectively
- Helping others see their Genius and use it.

Why this is important

Your Genius creates joy and success for you when it is used in the right situation. The most important thing you can do is to use your Genius factor more often. The next most important thing is to help others see their Genius.



Irresistible leaders know they have a Genius Factor and when they use it they add extraordinary value to the world.

Colour Your Customers & Staff

This module takes the guesswork out of understanding and communicating with your staff and customers. Herrmann shows that customers and staff on this planet come in four colours. 25% of people are in each colour. Each colour needs to be handled in a totally different way.

Content includes

How to achieve magic by matching the colour of your approach to the colour of your customers and staff.

Why this is important

Leaders know that people are different from each other. If you treat everyone the same you will satisfy about a quarter of them and turnoff three-quarters. Have you ever wished you knew exactly what your customers want and how to deal with them so they get it every time? Here is your answer.



Most managers think others want what they want. Irresistible leaders know that others have different needs.

Confidence, Influence & Personal Power

We don't understand that people we see as confident, influential and powerful have learned behaviours that are accessible to all of us.

Content includes

- The most influential person in your life
- Learning confident behaviours
- Understanding the power of words
- Developing your Confidence Plan
- Measuring your Personal Power.

Why this is important

All humans have a need for confidence. We are attracted to it without even knowing why. When confidence is like a magnet we call it personal power.



Irresistible leaders know that confidence is a behaviour. They learn the secrets of what to do and people are drawn to them like iron to a magnet.

Building Your Personal Brand

Irresistible leaders are not afraid to be different and stand out.

Content includes

- To stand out you must stand for something. What?
- Who are you and what do you want to be?
- Your image and how it can become stronger
- Your success depends on you becoming stunningly good at something your clients value. What?
- How to get your message across.

Why this is important

Unless you know who you are, there is no way others can know who you are. And if they don't know who you are, you will have little authenticity.

“We must become the change we want to see in the world.” Gandhi.



Irresistible leaders understand that unless they are crystal clear about who they are, it's impossible for others to know who they are.

Managing Your Manager

You can get whatever you want if you package it so the boss gets stronger; this module shows you how.

Content includes

- Understanding your boss - what they are good at, what they hate, what pressures they face
- Helping them be successful
- Taking control of your career, never again allowing it to be in the hands of someone else.

Why this is important

Most of us view our relationship with our boss in exactly the wrong way. As a result we become dependent, give up control, become weak, which the boss hates too.

We think our boss should be helping us up the ladder, actually we need to help our boss up the ladder and in the process we will grow stronger, have more control and become irresistible leaders.



Cooperation, Collaboration & Connectedness

This module shows it's the space in between people that makes the most difference. Instead of seeing emptiness see emotions, vibrations, energy, trust, communication, synergy and love.

Content includes

- Understanding the golden rules of relationships
- Developing a more positive world-view towards cooperation
- Discover how to remove barriers and silos that reduce connectedness
- Developing a Relationship Plan with individuals and groups that are important to us.

Why this is important

Cooperation is replacing competition and relationships are replacing hierarchy as the dominant organising principles. Your success depends on working this way.



Strategic Thinking in Business

Strategy is about the longer term and important and hard to reverse decisions that simply have to be right.

Content includes

This module is a practical exercise. It is structured so that the team does a strategic plan for their organisation and a first draft action plan for achieving it.

Why this is important

Irresistible leaders are strategic thinkers. They know strategy is critical to their business success because if they don't put their horsepower where it matters, no matter how hard they try they won't be successful. They also know that strategy gives them an advantage because statistics show that 85% of management teams spend less than one hour per month discussing strategy.



Networks in Business

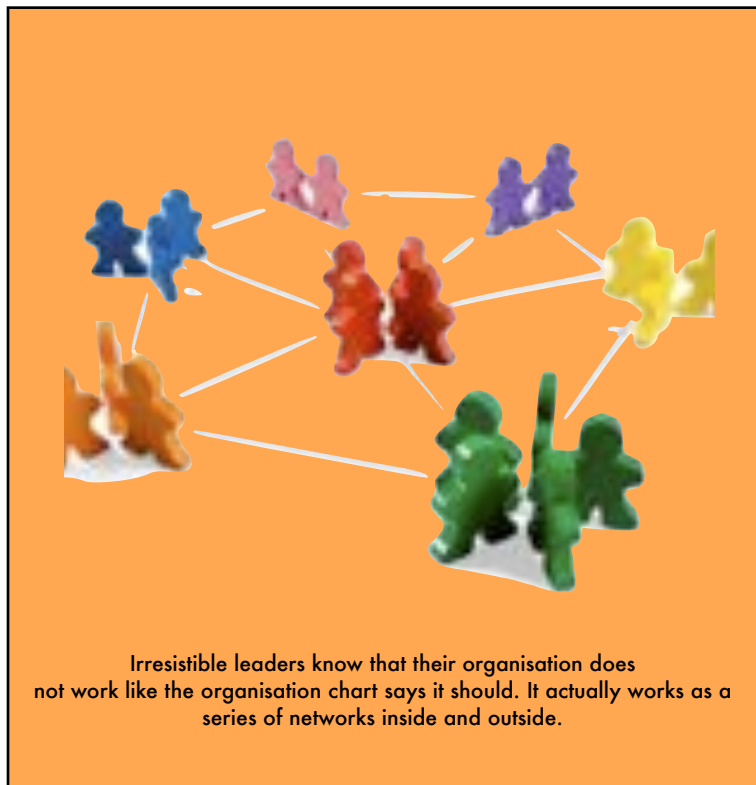
Strong networks are vital to your success but until recently the chances are they have been hit and miss.

Content includes

- The golden rules of networking
- The laws of Small worlds and Weak ties, Metcalfe's law, the law of Connectors & the law of Proximity
- Your plan for stronger networks.

Why this is important

Many managers assume they are managing an organisation chart, actually they are managing a series of living networks that respond to very differently from chart. In the last 10 years a whole new science of networks has been developed. Most managers do not know about this and therefore miss out on a powerful new way of working.



Systems Thinking in Business

Systems Thinking eliminates silos and small-thinking. It lets you see the connections and the real problems.

Content includes

- Systems thinking techniques
- Tools to see connections
- How to solve your wicked messes
- Emergence and the sweet spot for doing business
- How to identify and amplify virtuous cycles
- How to identify and destroy vicious cycles.

Why this is important

Systems Thinking gives a more strategic and connected way of looking at your business. Only by taking a systems view and seeing the connections can we avoid the dangers of silo mentality and organisational myopia.



Irresistible leaders break down silos and see the big picture, the connections and the real problems

My Personal Power Program

Execution. Review. Accountability.

Content includes

- My life purpose
- My central beliefs
- My 10 year priorities
- My 6 month commitments
- My Personal Monthly Monitoring Sheet
- Our group's 6 months commitments and monitoring sheet.

Why this is important

Research shows 99% of people on development courses make no permanent changes as a result. This Program is different. It provides a Review and Accountability Module three months after the end. It requires monthly monitoring of progress for at least 6 months after it ends. It will therefore put you ahead of 99% of your peers.



Read what clients are saying about Irresistible Leadership



Take the risk - it may turn out to be the best thing you have ever done. **Heather Tavassoli, Manager, Employment Court, Ministry of Justice.**

Readings were fantastic. Really valued the personal focus-"If it's going to be, it starts with me!". **Wes Brown, Business Development Manager, Ministry of Justice.**



Overall I found the sessions informative and rewarding. The pre-reading was easy to follow and supported by some interesting articles and reports. Virtual met my expectations certainly. It was communicated well by Bruce and supported by good interactive sessions. **Harry Johnson, National Manager, Environment Court, Ministry of Justice.**

Overall I found the sessions informative and rewarding. The pre-reading was easy to follow and supported by some interesting articles and reports. Virtual met my expectations certainly. It was communicated well by Bruce and supported by good interactive sessions. **Harry Johnson, National Manager, Environment Court, Ministry of Justice.**



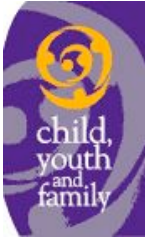
The course made me think a lot about what are my values and what style of leader I am. It also gave me confidence as many things that I do and have done appear to be required for a leader ... The course absolutely delivered on making the management team stronger. We know and appreciate each other more and I learnt that I respect and enjoy the company of my colleagues a lot. **Jude Hughes, Manager, Statistics New Zealand.**



With regard to making the management team stronger, I think this was one of the highlights of the Program - getting to know and interact with my peers on a deeper level. I think the management group as a whole learnt a lot from and about each other." **Brendan Mai, Statistics New Zealand.**

I think it has made a big difference for the management team and to me personally. **Rachael Milich, Manager, Statistics New Zealand.**

Great course. Some material challenged norms. Useful suite reference material built up for ongoing use. **Andrea Blackurn, Statistics New Zealand.**



Go for it! Be open to growth and watch your journey open up before you. **Diane Attwell, Western, Department of Child, Youth and Family.**

Absolutely riviting! Enjoyed every module. Course really affirming. I have really enjoyed this program and you are a skilled and talented presenter. **Julie Marinovich, Department of Child Youth and family.**

We now have a tighter management group. Overall one of the best courses I've been on. **Michael Murphy, Department of Child Youth and Family.**

Awesome course ... Needs to be promoted. Different line of thinking. Challenging. **Toka Walden, Western, Department of CYF.**

You are an awesome training facilitator and person. Facilitation was stimulating, lively and challenging. If you really want to make a true difference in the way you think, live and work then you better get Virtual! 5 out of 5. I never circle a 5 and I really mean it. **Rosaleen Bham, Department of Child, Youth and Family.**



I started out thinking that I wouldn't learn anything I didn't know already. But I was wrong. I've only just started. **Christine Moir, Library Manager, Te Kura, The Correspondence School.**

Everyone has more connections across the School. A deep sense of trust with Groups. I think more about others and their strengths. More self awareness. **Rebecca Taylor, Te Kura, TCS.**

Everyone has more connections across the School. A deep sense of trust with Groups. I think more about others and their strengths. More self awareness. **Rebecca Taylor, Te Kura, TCS.**

It was a great course. A great way to bring the wider team together to reach common organisational goals...It stretches the boundaries so one has to think well beyond the norm. It provided more appreciation of why people react the way they do. **Sanjay Goyal, IRG Manager, Te Kura, TCS.**

It changed the way I see my reality. **Jim Law, TeKura, TCS**

Learning & Development Manager Comments

Before the Program they worked individually. Not as a team.

The behaviours we were seeing before the Program were pretty bad: lack of collaboration, lack of trust and respect for others, intolerance, not wanting to participate beyond their role as they saw it...

The changes have been amazing!

It's amazing the growth I've seen in people during the workshops. People are talking about the 'We.' They are saying, "We are all in this together. We all agree what we want and what we are here to do."

People wanting to work together, understanding each others' roles and what they can contribute.

We now have a group of people who can take Mike Hollings' vision forward and implement it.

**Jenn Swain,
L&D Manager
The Correspondence School.**



To hear the whole interview:
[virtual.co.nz/index.php/Products/LearningAndDevelopmentMa
nager](http://virtual.co.nz/index.php/Products/LearningAndDevelopmentManager)

For more information

About the Irresistible Leadership Program:

<http://www.virtual.co.nz/uploads/Products/IrresistibleLeadership2.pdf>

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Bruce helps large mature organisations be more focused, fast and flexible.
Places where people have more depth, connection and meaning.

"Liberating the Human spirit at work"