



‘LEADERSHIFT HAPPENS’

(subtitled ‘What your followers REALLY think of your leadership and how to change their minds’)

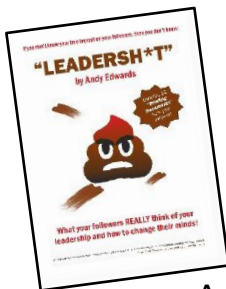
A talk by Andy Edwards

(aka ‘Behavioural Leading’; ‘Leadership lessons from the people you lead’; ‘The leadership delusion’; ‘The most important leadership question’)

ANDY’S BOOK AND ONLINE TRAINING PROGRAMME ARE BOTH AVAILABLE TO COMPLEMENT THIS TALK IF REQUIRED

Duration: **Keynote/Talk:** 30 minutes to 90 minutes. **Workshop/away-day:** Two hours to full day

Great for existing & aspiring leaders, fast growing organisations, culture change, leadership consistency



Based on his online course – and controversial book, Andy identifies that many leaders blame their followers for behaving in a way that the leaders themselves create. This is how LEADERSHIFT happens!

But you cannot be a leader until your followers say you are. So, Andy, thankfully, turns things around with some simple advice and practical solutions.

What you will learn:

- Why 95% of leaders are delusional
- An answer to ‘Nothing seems to work’
- Six ‘C’ words that create trust and respect
- What followers REALLY want (and need)
- How to identify the seven leadership ‘fails’
- How to distinguish the true issues – from the ‘symptoms’ they cause
- Eight crucial elements to maximise your followers’ development
- The question that will change EVERYTHING for you as a leader

Benefits and take-aways:

- Increased trust and respect across hierarchies
- Followers who actually believe in you
- Higher levels of morale and behavioural standards
- Less staff churn (and fewer long term sick cases)
- Higher degrees of motivation, discretionary effort, and productivity

This material can be adapted for:

- New or aspiring leaders
- Culture change
- Merging organisations
- Restructuring organisations
- Managers



Audiences of 4 to 10,000

Can be adapted to suit a multi-national/multi-cultural audience

Perfect for any level that has (or WILL have) management responsibility for at least one other person

Conference breakout version available

Can be run as a 'lunch & learn', team away day/workshop (also as a follow up activity)

Coaching programme can be added



Andy Edwards is the creator of "Relationomics"; (leveraging relationships for the best possible business results). He is an accredited behavioural psychologist and is the author of two books; one on Psychometrics and understanding people, the other about Behavioural Leadership (as seen from the follower's perspective). Using an accessible model of human behaviour, Andy speaks about how to create, build, leverage, and repair quality relationships in the workplace.

He works with organisations, departments or functions traditionally measured by time, fees, or tangible output. Increasingly, these environments are recognising that many **challenges in the workplace are less a result of workload, competence, or productivity and more a result of dysfunctional or undervalued relationships**. In a surprisingly brief period, Andy can show that appreciation of each team member's differences leads to a **more harmonious culture, higher discretionary effort, efficient leadership, and ultimately a more effective workforce**.