Leadership Challenge:

How YOU Affect Your Company's Culture

In the world of business, 'profitability' is king, but the most significant contribution a good leader makes isn't really focused on the bottom line. It's focused on people—on relationships—on developing employees. If your company wants to become an 'employer of choice', especially during a time of worker shortages, you need strong leadership and a culture that encourages teamwork. Good leaders are effective because they know what it takes to cultivate that culture. They understand employees will work hard if given the right tools, guidance, and reason. They also understand you earn the respect of those around you by making a significant difference in their lives.

Based on the research of Kouzes and Posner's bestseller, *The Leadership Challenge,* and leadership guru John Maxwell's newest book, *Leader Shift*, you will discover 5 ways to rejuvenate and re-energize your organization's culture.

- Leadership is the ability to influence: model the way
- Inspire a shared vision to do more and be more
- Challenge the process to grow the team
- Build a ladder that will enable others to act
- Grow transformational leaders through engagement

When you leave this session, you will understand what it takes to become a great leader to influence and inspire those around you, and have the knowledge to develop an actionable plan for moving forward.

nwIRC
Driving Impact for Manufacturers

February 19, 2020
9:00am-3:30pm

Community Education Center
4 Erie Avenue, St Marys PA

$149.00

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Helping businesses start, grow, and prosper.

About the Presenter: *NWIRC Strategic Business Advisor, Susan Hileman, has been working with manufacturing business owners for over 17 years. A John Maxwell Group Certified speaker and trainer, she will share some of the essential skills for leaders to position their company for positive growth and a thriving culture.*

For more information or to register:
www.nwirc.org/events • mreichard@nwirc.org • (814) 217-6067