



TRAITS OF SUCCESSFUL BUSINESS LEADERS

May 10, 2022 | 9:00am-11:00am
Zoom

John Maxwell is often fond of noting, "Everything rises and falls on leadership." We've all experienced our fair share of leaders who were lacking. In some organizations, people follow the leader because they have to. But in other organizations, it's because they want to. They enjoy spending time with them, know that they will produce the results needed and have seen their ability to invest in people first-hand.

The study of successful leaders throughout time provides principles that can help guide our success. For example, while the rate at which leaders were dealing with uncertainty and change was definitely more pronounced with COVID, most successful business leaders tend to be adaptable and flexible. We all know examples of the fate of companies who were not adaptable. While there's no single recipe for success in every arena, the most effective leaders in business do tend to share a number of attributes. Fortunately, these are traits leaders at every level can learn and adopt as their own to guide behaviors and help their business be more successful, including:

- Developing leadership through example: the key to transparency & authenticity
- How culture drives behavior and behavior drives your business
- Building the team: Encouraging, inspiring, empowering and coaching

Join us for an in-depth look at successful leadership. You will walk away with a better appreciation and understanding of how you can develop stronger leadership traits and gain greater influence with your team.

Instructor: Susan Hileman, Founder, Red Day Communications

Susan Hileman, Founder of Red Day Communications, has spent more than 25 years serving manufacturing; the last 15 years as a Strategic Business Advisor for the NWIRC. She is a graduate of Clarion University with degrees in Business Management and Speech Communication, a certified John Maxwell Group Team member, and trained in DISC Behavioral Profiling. Susan is a veteran of the U.S. Air Force.



Cost - \$149

Early-bird discount available

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**For more information or to register: www.nwirc.org/events
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