



# Why Should Anyone Be Led By You?™

**Leadership is a relationship between leaders and followers.** It, like all relationships, is a somewhat fragile condition and needs to be carefully, constantly cultivated. Yet too many leaders hone prescriptive behaviors outside the context of their followers, emulating celebrity CEOs and bosses they admire. They try to be people they aren't and as a result, they often fail. If they fail, your organization will, too.

To silence a room of executives ask them, “Why would anyone want to be led by you?”

London Business School professor Rob Goffee and Centre for Management Development fellow Gareth Jones have studied this leadership question for the better part of a decade, writing a Harvard Business Review article and best-seller of the same name.

## An Engaging Development Approach

Why Should Anyone Be Led by You? is grounded in the research and thought leadership of professors Rob Goffee and Gareth Jones, authors of the best-selling Harvard Business Review article and book of the same name. GP Strategies 40-plus years of experience with thousands of clients worldwide ensures that this blended learning experience is engaging, relevant, sustainable, flexible and effective.

We will work with you to create a mix of consulting, content and tools to reflect your organization's most pressing business priorities, culture and workforce.

## Key Concepts

The CASE Framework... A practical way for leaders to understand the needs of their followers (community, authenticity, significance and excitement) and re-evaluate their approach to leadership.

Be Yourself - More - With Skill... Four authentic leadership practices:

- Build Community
- Demonstrate Authenticity
- Impart Significance
- Generate Excitement



## Core Methodology

- An online learning component to make the most of leaders' face-to-face action learning experience
- One-on-one leadership coaching before and after the action learning experience
- An intensive working session in which short bursts of learning alternate with in-depth business issue analysis and concept application
- A simple online feedback process that offers a reality check on the needs of leaders' followers and focuses leaders' personal development strategies
- Peer coaching and community building

## What Leaders Say About **Their Experience**

*"This program helped me see my 'shortcomings' and lack of transparency!"*

*"I will return to the office and begin leveraging what I have learned immediately because we used a live project in the learning process."*

*"The model is easy to understand, implement and exercise. The CASE framework put much needed structure around the concept of leadership."*

*"The main body of leadership literature focuses on the characteristics of leaders. This gives it a strong psychological bias. It sees leadership qualities as inherent to the individual. The underlying assumption is that leadership is something we do to other people. But in our view, leadership should be seen as something we do with other people. Leadership must always be viewed as a relationship between the leader and the led... there are no universal leadership characteristics. What works for one leader will not work for another."*

- Rob Goffee & Gareth Jones,  
Why Should Anyone Be Led by You?



# Outcomes

Throughout Why Should Anyone Be Led by You? leaders work on their own strategic challenges. At the end of the working session they will have a detailed strategy for “being themselves - more - with skill” to excite exceptional performance of their teams and colleagues. Since they will have practiced and fine-tuned the application of that strategy to their business challenges, the impact on the job is immediate.

By taking part in this unique development process, leaders will be able to continuously:

- Assess the needs of their followers and modify their leadership approach appropriately
- Deploy their personal values, strengths and even weaknesses to maximize their effectiveness as leaders
- Understand and integrate inherent tensions of leadership
- Size up situations and adapt their leadership behavior without losing their unique differentiators to drive results
- Build a thriving community of aligned, engaged team members
- Communicate more effectively by considering not only their authentic point of view but also considering their followers’ readiness for change
- Tap into their peer leadership community and expand their influence beyond their teams



For more information about Why Should Anyone Be Led by You?, please visit [www.gpstrategies.com](http://www.gpstrategies.com)



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