The Transformational Leadership Program™

Program Overview

The in-depth, year-long Transformational Leadership Program (TLP) is designed to help future leaders: honestly identify your strengths and areas for improvement, develop strategies and skills to drive performance improvements, and prepare for meaningful roles in leading and managing your firm.

During the year-long program, each TLP participant will engage in:

**TRIMESTER 1** | Spring Session: June 1 to Sept. 30 / Fall Session: Oct. 16 to Feb. 15

- Participating in a TLP kick-off web seminar to meet the other TLP participants and ConvergenceCoaching coaches and to understand the elements and expectations of the program
- Completing an online self-assessment, the Leadership Attributes Evaluation (LAE), designed to uncover your self-perceptions and identify your true professional goals and desires
- Taking the Myers-Briggs® personality assessment to better understand your unique communication, decision-making, and teamwork preferences
- Comparing your self-assessment inputs with the assessment of 6-8 others who input to your LAE to help focus on specific areas of strength and development
- Participating in a web seminar and roundtable entitled, “Understanding the Diverse Personalities on Your Team” to discuss the Myers-Briggs® assessment and explore ways to use the new insights gained to inform and support specific transformation goals for the program
- Completing the self-study course entitled, “Managing Difficult Conversations Successfully”
- Engaging in a joint coaching call with a Convergence coach and your in-firm coach to review the feedback from your LAE and discuss your transformation goals
- Attending the first two-day, mandatory in-person workshop entitled, “Learning to Truly Lead By Example,” where we will:

  - Enhance your ability to manage change within your firm and your life by understanding the psychology and mechanics of change, how to adapt to continuous change yourself, and methods for moving others you’re leading along the change adoption curve
• Identify the attributes of transformational leadership and how to effectively demonstrate them
• Learn a methodology to plan for success now and on an ongoing basis
• Discuss methods for taking ownership of your clients, projects, and initiatives
• Learn to effectively delegate when assigning ownership to others
• Discuss different strategies for being accountable and holding others accountable
• Identify your current conflict management style and the internal conversations you engage in that keep you from addressing problems you face
• Practice two different methods for approaching difficult conversations

Identifying an in-firm project to drive a new outcome for your firm and that will lead to the achievement of your specific leadership development goals

Engaging in a one-on-one coaching call with a Convergence coach to discuss insights from the workshop, finalize your TLP goals, determine the specifics regarding how to approach your chosen project, and work through any roadblocks you may be encountering

Accessing the Leadership and Communications Tools from the workshop with templates, tools and articles in four distinct areas to aid in your project and guide your overall approach to transforming your leadership and communication

Completing the self-study course entitled, “Mastering the Art of Time Management”

Optionally participating in public ConvergenceCoaching web seminars as offered on leadership, management, marketing, and personal development topics

TRIMESTER 2  |  Spring Session: Oct. 1 to Jan. 31 / Fall Session: Feb. 16 to June 15

Participating in the web seminar and roundtable entitled, “Proposals That Win: Effectively Negotiating to Close More Business” and explore the steps to selling and increasing your engagement sales success

Attending the second two-day, mandatory in-person workshop entitled, “Becoming a Great Business and People Developer” where participants will:

• Learn new recruiting tools and strategies to find the best and brightest
• Understand individual career motivators of the different generations at work and how to appeal to them
• Learn to establish performance expectations and individual goals
• Learn methods for delivering transformative performance feedback
• Explore ways to escalate performance issues and when to know it’s not going to work
• Identify one team member you will approach with feedback as a result of this discussion

During the second half of this workshop, we will:

• Define the kind of marketer and business developer you are committed to be

• Discuss the hierarchy of rainmaking activities including existing client relationships, building your sphere of influence, referral source development and personal marketing activities, and:

  - Methods for developing personal and professional rapport and gaining your clients’ and prospects’ confidence in sharing their true needs and wants
  - Traditional networking and social media to develop your sphere of influence and connection network
  - Ideas to position yourself as a true trusted advisor and consultant
  - Referral source marketing and how to deepen those business relationships so they translate into results

• Learn how to track and manage your personal marketing activities so you can focus and produce results

Engaging in a one-on-one coaching call with a Convergence coach to discuss insights from the workshop, specifics regarding how to approach the commitments from the workshop, the status of your program project, and work through any roadblocks you may be encountering

Accessing the Marketing and Business Development Toolsets and Human Resources Tools from the workshop with templates, tools and articles to aid in your commitments and guide you in your efforts to apply important business and people development ideas

Engaging in a joint coaching call with a Convergence coach and your in-firm coach to discuss progress, roadblocks, and any changes or additions to your transformation goals and in-firm project

Optionally participating in public ConvergenceCoaching web seminars as offered on leadership, management, marketing, and personal development topics
TRIMESTER 3 | Spring Session: Feb.1 to May 31 / Fall Session: June 16 to Oct. 15

- Participating in the web seminar and roundtable entitled, “Understanding Practice Economics” to discuss the drivers of firm profitability and success and how you can impact them.
- Engaging in a one-on-one coaching call with a Convergence coach to discuss your in-firm project progress, the status of workshop commitments and performance improvements, and create a plan for developing business and meeting personal objectives.
- Engaging in a joint completion call with a Convergence coach and your in-firm coach to present your project outcomes, discuss performance improvements and results achieved, and establish plans for the next phase of your leadership development.
- Optionally participating in public ConvergenceCoaching web seminars as offered on leadership, management, marketing, and personal development topics.
- Participating in a program completion web seminar to share your successes and outcomes of participating in the TLP and what’s next in your leadership journey.

In total, participants have the potential to earn a minimum of 45 hours in CPE and will gain access to a host of electronic articles, tools, and resources to help you implement the strategies you develop and keep the commitments you make.

The Results of Your Transformation
Upon completion of this program, participants are expected to:

- Develop an honest understanding of your talents and shortcomings and be able to openly discuss them with others, directing your efforts toward areas of strength and working to improve your shortcomings.
- Exhibit and model the behaviors of a leader and role model.
- Attain new levels of performance, taking on additional responsibility and delivering more value to your team and the firm overall in the areas of leadership, strategy, people and project management, and business development.
- Deliver specific results from your in-firm project.

The ConvergenceCoaching Transformational Leadership Program begins when you enroll, and you will receive invitations for the public web seminars and access to the toolsets, online self-study courses, and e-book immediately. We offer two programs per year, which commence with group activities in either the Spring or Fall. For more information, contact Tamera Loerzel at 952.226.1780 or tamera@convergencecoaching.com or visit www.convergencelearning.com to register today!

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