

The Big Lessons from The Leadership Institute

For seven years, The Leadership Institute was where the late Ken Greenwood, the late Norm Goldsmith and Chris Lytle joined forces to impart leadership training to broadcasting's top managers. Imagine attending that four-day, \$3200 program session that included 40-hours of content and discussion with your peers. Alumni still call it the most significant learning even they ever attended. The mission was always to develop the people who develop your station's profits. At the request of IBA's Dennis Lyle, Chris Lytle boiled down the key concepts from the Leadership Institute into its 75- to 90-minute essence to make it accessible to his members. It was so popular at the IBA Convention, it's still in repertoire.

From the seminar outline:

- **Understanding “The Paradox of Management”**
- Gnawing your way out of the Sales Management Trap
- **Twelve Questions to which you want your team to answer “strongly agree”**
- Adjusting your leadership style based on three criteria
 1. The Stages of Your Organization
 2. The Stages of your People
 3. Your preferred style of managing
- **How to manage people through through change**
- The Coaching Imperative
 1. Lytle's #1 Rule of Coaching
 2. The very best coaching question
 3. The second-best coaching question
- **Setting new standards to surpass old limits**
- The four different kinds of standards you need to consider
- **How to mentor today's employees**
- The “secrets” of motivation that motivational speakers don't speak about
- **Motivating without manipulating**

. . . and much more