

# Post-Class Reinforcement Materials

Each of the Leadership and Professional Development courses include a suite of post-class reinforcement materials that are unique to each title. Content such as e-books, quick videos, personal and team assessments, tools and templates, and other materials, have been selected to ensure that you continue your journey to ongoing success beyond the classroom. All e-assets, such as books and videos, come with 1-year access.

## Communicating Across Your Organization | 3 Days

### Reinforcement Videos

- The Importance of Having a Vision featuring Erik Weißenmayer
- Aligning Vision with Priorities featuring Robert Kaplan
- Organizational Purpose: Start with Why featuring Simon Sinek
- The Six Questions to Organizational Clarity featuring Patrick Lencioni
- Why Vision Statements Fail featuring Mark Sanborn
- Pursue Your Vision Relentlessly featuring Peter Darbee
- Leadership Imperative: Keep Hope Alive! featuring Marty Evans
- Leaders Must Provide A Clear Direction featuring Robert Kaplan
- Creating Commitment to a Vision featuring Allan Cohen
- The Five Practices of Exemplary Leadership: Inspire a Shared Vision featuring Jim Kouzes
- Communicating a Vision for Change featuring John Kotter
- Focus on the Mission featuring Marshall Goldsmith
- Securing a Common Vision and Strategy featuring Nick Kugenthiran
- How to Shift your People from Passive to Purposeful featuring Peter Fuda

### Book Summaries

- *The Inspiring Leader: Unlocking the Secrets of How Extraordinary Leaders Motivate* by John H. Zenger, Joseph R. Folkman and Scott K. Edinger
- *The Leader of the Future 2: Visions, Strategies and Practices for the New Era* by Frances Hesselbein and Marshall Goldsmith

### Blueprints

- Establishing a Strategic Vision for Your Company by Thomas C. Knobel, Joe Cheek, Sigmund Anderman and John S. Chen

### Leader-Led Activities

- Visionary Mindset Discussion Guide
- Vision into Action Facilitation Guide
- Vision as Catalyst Facilitation Guide
- Developing a Realistic, Powerful, and Compelling Vision Application Guide
- Planning to Communicate Vision Application Guide

### Self-Assessment

- Visionary Leadership
- Vision Communication

### Business Impact

- Business Impact: Communicating a Shared Vision

### Challenge

- Challenge: Crafting an Organizational Vision

### Tools

- Vision Catalyst
- Vision in Context
- Realistic Vision
- Vision Statements
- Organizational Conversation
- Vision Roll Out

### Test

- Leadership Advantage Test Yourself: Leading Organizational Vision

### Core Message

- Leadership Advantage: Leading Organizational Vision 2.0

### Case Study

- Leveraging the Power of Vision
- Strategic Vision Alignment
- Shared Vision
- Communicating Vision

### Key Concept

- Key Concept: Visionary Leadership
- Key Concept: Vision as Catalyst
- Key Concept: Developing a Powerful Vision Statement
- Key Concept: Leading a Vision Communication
- Key Concept: Moving the Vision Out

### e-Books

- Simply Said: Communicating Better at Work and Beyond
- Stop Talking; Start Communicating: Counterintuitive Secrets to Success in Business and in Life
- Communicating Effectively: Write; Speak; and Present with Authority

### Videos/Courses

- The Four Conversation Styles
- Commitment to Open Communication
- Question and Listen
- Using Positive Psychology to Communicate