

Solution 2 – Inspirational Leadership Programme

What is The Inspirational Leadership Programme?

The Inspirational Leadership Programme offers employers practical support to improve their business performance. This is based on a simple self administered 'Inspirational Leadership' diagnostic followed by an action-oriented discussion with a trained consultant.

This is a real solution that can help a real manager with a real problem today.

The Inspirational Leadership Programme is firmly rooted in the belief that developing the skills of managers is the key to unlocking most other skills in an organisation

Who should read this?

Individuals working for:

- SSCs
- Brokers and Independent Advisors serving SMEs who are interested in Management and Leadership (M&L) development
- The English Regional Development Agencies and the Devolved Administrations with a similar focus.

For SSCs, this is a proven and powerful way to engage your employers and provides an easy to use and tested tool to identify employers' needs. It's a door-opener to the provision of quality employer support.

Who's the customer?

The Inspirational Leadership Programme may be used within organisations of all sizes but the focus of this programme is on small companies where owner managers have a specific set of problems.

Why is Leadership key

In a survey of more than 1,500 managers, people were asked what they would most like to see in their leaders. The most popular answer, mentioned by 55% of people, was 'inspiration'. When asked if they would describe their current leader as 'inspiring', only 11% said yes.

Caret¹ was engaged by the DTI to develop a tool that would enable leaders and potential leaders to identify, understand and use their strongest leadership attributes for inspiring others to follow them.

To shape the tool, Caret drew heavily from the research of DEMOS² and the Chartered Management Institute³, who, working with DTI, had conducted interviews with over 2,600 workers across a range of UK companies about factors that would inspire them to follow a leader.

¹ <http://www.caret.co.uk/>

² <http://www.demos.co.uk/>

³ <http://www.managers.org.uk/>

The result of all of this research is The Inspirational Management Leadership tool – the diagnostic tool used to identify the specific needs of individuals.

What business issues may be addressed?

Almost any business issue may be worked on but our focus is on *medium-term* to *strategic* challenges. Examples include:

- Change programmes;
- Hiring and keeping high quality staff;
- Growing the business and
- Setting a longer term strategy.

What's the offer?

People want to work for an inspiring leader. Managers can significantly improve their leadership skills by analysing their key strengths and then capitalising on them; they can understand their limitations and develop coping strategies.

They can apply this new found knowledge to the key business issues they face either by themselves or with a trained consultant.

How is it delivered?

There are already more than 50 consultants who have been trained and there is a new programme to encourage SSC staff to become proficient in delivering and analysing the diagnostic. Sessions are being arranged where SSCs can invite their employers to learn about the programme and the diagnostic and meet selected consultants.

What's the payback?

Money is only one component of job satisfaction. Other factors like respect and prestige can be tremendously important in making staff feel good about their jobs. The reason that inspiring leadership produces results is that it contributes directly to fulfilling many of people's emotional needs. Short case studies of companies' successes are in the Inspirational Leadership Brochure⁴

What do I do next?

Answer the questions in the Inspirational Leadership diagnostic⁵. This will immediately give you greater insight into your leadership strengths. Then contact Nigel Crouch⁶ for more details of the SSC Programme and how to find a qualified consultant to work with you to help you turn insight into action.

⁴ http://www.ssda-mandl.org.uk/files/lead_md/DTI_Insp_leadership.pdf

⁵ <http://www.inspiredleadership.org.uk/>

⁶ nigelcrouch@f2s.com