

---

# Engagement Starts With You

## How to be an engaging leader

---

Business leaders often quote the most challenging part of their job as managing and leading their people. Some of the most prominent leaders, who have made extraordinary contributions to business, have talked openly about their struggles and successes - the mistakes they've made and what they've learned.

In one well quoted study, 35% of people said they would forgo a major pay rise to see their boss fired! While 65%, said they would prefer a new one.

What the best business leaders do agree on however, is that engagement drives higher performance. The evidence is undeniable. Higher performance, attracting and retaining the right staff, greater productivity, improved health and safety, greater innovation and significantly enhanced financial results.

And, the more engaged your teams feel, the happier and more fulfilled they will be, as they deliver more for you and the company, they are so proud to be a part of.

---

### PART ONE

#### Transformational leadership styles – and why it matters

---

- Understanding the critical difference between leadership styles. When it comes to motivating people, do your people favour reward and punishment or charisma and enthusiasm?
- Is your business a major draw for job seekers? Culture and board behaviour is something that the future generation of millennials and future leaders value, as they place a premium on fulfilment in the workplace.

---

### PART TWO

#### Why employee engagement is crucial to business performance

---

- There are compelling arguments as to why employee engagement is crucial to your business - all backed up by research and statistics. And there's nothing boring about this set of numbers, some of which will surprise and shock in equal measure.

---

### PART THREE

#### The qualities of a highly engaging leader

---

- Why having clarity around your businesses' purpose, vision and values as well as your own purpose, vision and values can your impact as an engaging leader.
- 'Hearts and Minds' - why we need to connect more with our hearts as well as our minds!

## PART FOUR

### Getting yourself engaged and the art of engaging others

---

- Identifying the strategies that highly engaging people adopt to make sure they're on the front-foot, before they get to work.
- The value of engaging others, including strategies to put your team in their 'flow'. Getting your team engaged, means putting the right people into the right jobs, so that they're engaged.
- Being 'open' to being vulnerable - and why being interested is just as important as being interesting.
- Why successful leaders are prepared to connect emotionally, share stories and show humility.

---

## PART FIVE

### How engaging people get things done

---

- You only need to make a very small change to make a big difference. The Power To Get Things Done [Whether You Feel Like It Or Not] - includes simple strategies to help you to follow things through, by taking action and getting those important things done.

---

## THIS COURSE IS AIMED AT

---

Leaders and managers who want to achieve greater employee engagement and personal success.

Throughout these sessions, Chris Cooper will share his knowledge, experience and personal stories as well as drawing on the thoughts and wisdom of international leaders from the world of business and sport.

Engagement Starts With You - can be delivered as a 60-minute keynote talk or as a training masterclass, up to three hours. And, it can be completely tailored to your business needs and challenges.

For more information or, to talk about a tailored programme, please contact Chris Cooper at [chris@chriscooper.co.uk](mailto:chris@chriscooper.co.uk)

## About Chris

Chris Cooper is the founder of Chris Cooper Business Elevation and helps organisations, leader's and teams to elevate their performance through consultancy, facilitation, training, coaching, interviewing and speaking.

His Business Elevation Show on Voice America has reached 250 unique episodes. He is co-author of 'The Power to Get Things Done (Whether You Feel Like It Or Not)' - alongside clinical psychologist, Dr Steven Levinson and their book was published by Penguin Random House USA. Chris is also a Fellow of The Professional Speaking Association. Based in Leicestershire, England, Chris and his team work on business projects in the UK and globally.