

- Strategic Advisory
- Culture and Organizational Development
- Brand Positioning



# HOW TO BE AN EFFECTIVE LEADER



## Why Leadership Matters and Five Ways to Increase Your Leadership Effectiveness

Research shows that the person with the biggest influence over an employee's happiness and engagement at work is their direct manager aka their leader. We know, however, that many organizations under-invest in leadership development. This leaves these key influencers feeling ill-equipped to take on the day-to-day challenges that come with leading others.

Contact Us:

 [think@macphie.ca](mailto:think@macphie.ca)

 [www.macphie.ca](http://www.macphie.ca)

# Our Philosophy

At MacPhie, we believe that every leader has the potential to achieve success. We unlock this potential by focusing on how leaders behave and interact, and by providing them with tools and frameworks to grow their skills.

Leadership development starts with an understanding of one's self including strengths and weaknesses. To support this self-discovery, we offer psychometric assessments, such as DISC, to **enhance a leader's understanding of their natural tendencies around communication, collaboration, and achieving results.**

Just like any other craft, leaders need tools and frameworks to support their development. We offer a wide range of leadership development programs focused on various stages within the leadership development cycle such as emerging leaders/high potentials, new managers, and executive development.

Our instructor-led leadership training programs combine behaviour science with best practices in adult learning. Our approach focuses on interactive, applied learning with an emphasis on learning through doing. We follow an impact-driven, **teach-practice-apply-sustain** model. We like to pair our training programs with customized 1:1 coaching. This allows us to work directly with leaders to enhance their learning by reinforcing the concepts in the training and helping leaders to identify opportunities to use the tools they've used in their day-to-day interactions with their team.



## teach-practice-apply-sustain

# Case Study

Helping leaders grow is one of our favourite things to do, but focusing on leadership in a vacuum – especially at the Executive level – is not the way to go.

Since our firm specializes in leadership development and strategy, we were able to bring these together on a recent engagement to support a newly formed executive team. The individual leaders on this team had extensive experience and expertise in their given fields but for most, this was the first time in an executive leadership position. We designed a customized six-month program that included a series of interactive leadership training sessions along with 1:1 coaching between each session to reinforce and further customize the learnings.

The training sessions focused on topics relevant to new executives such as strategic decision-making, prioritization & delegation for impact, and balancing empathy & accountability. Ongoing individual coaching sessions focused on each leader's key takeaways from the training, areas of opportunity to explore further, and practical ways to implement new tools and techniques with their teams.



# Tips for Leaders

**How do I become a better leader?** While formal leadership development is a great option, there are still things you can be aware of in your day-to-day to enhance your effectiveness as a leader:

- ✔ **Increase your self-awareness and seek feedback.** Even without completing formal psychometric assessments, doing the work of honestly identifying your strengths and weaknesses as a leader can be a helpful first step. Also, regularly seeking and being open to feedback from colleagues, team members, and mentors can help enhance your understanding of your natural strengths and tendencies.
- ✔ **Communicate clearly, openly, and often.** Strong leaders know how to communicate their vision, expectations, and feedback in a way that resonates with others. Ensuring your communication is clear, concise, and approachable will help your message resonate with its intended audience. As a leader, it's important to remember the importance of listening actively to your team, ensuring that communication is a two-way street. Encouraging open dialogue fosters trust and helps prevent misunderstandings.
- ✔ **Show others you care.** Getting to know team members, their preferences and what they care about matters. As a key influencer on their work experience, understanding how your behaviour impacts others and slight tweaks you could make to your communication and leadership style could have a positive impact on their overall happiness and work performance.

- ✔ **Lead by example.** Your colleagues and team members are watching how you act and interact with others, taking cues on how they should show up. Demonstrating the behaviours and values you expect from others sets the tone for the culture within the team.
- ✔ **Foster a positive and inclusive culture.** A positive workplace culture is built on trust, respect, and inclusivity. Taking the time as a leader to encourage collaboration, recognize achievements, and create a space where everyone feels heard and valued helps foster an environment and team people want to be a part of and will work hard to ensure is successful.

## Final Thoughts

Leadership is a learned behaviour. Without equipping leaders with the knowledge, tools, and techniques along with a safe environment for learning and practicing their skills we hold people back from achieving their potential. And our organizations back from achieving optimal results.





# Thank you for thinking with us.

Click [here](#) to learn more about MacPhie's approach to leadership development or reach out to us at [think@macphie.ca](mailto:think@macphie.ca) to see how we can help.

