



# Insights<sup>®</sup>

## Transformational Leadership

- We're looking for a leadership program that can transform our business.
- How can leaders become effective at managing themselves, their team and the organization?
- I want a solution that takes a multi-dimensional approach to leadership development.
- How can we develop leaders to perform at the highest levels and to help others excel?

Built around our unique eight-type leadership model, Insights Transformational Leadership takes a multi-dimensional approach to developing leaders, helping them make dramatic and sustainable improvements to their effectiveness at the individual, team and organizational level.

Insights Transformational Leadership can be deployed to leaders across the world in a variety of languages allowing you to create a consistent global approach to leadership development.

### One Consistent Framework

Comprising nine fully-integrated and complementary modules, and supported by a dynamic range of proprietary diagnostics and learning materials, Insights Transformational Leadership is designed to improve leadership capability across a wide spectrum of levels from first-line supervisors to senior executives.

This provides one common and aligned framework for leadership development throughout the organisation.

### One Unique Language

Underpinning our Insights Transformational Leadership program are two unique and complementary learning systems, Insights Discovery and Insights Navigator, which help leaders to explore their preferences and capabilities in each of the eight Transformational Leadership dimensions.

The combination of these two learning systems creates an engaging and accessible language for learning which delivers a deep and profound learning experience to participants and ensures lasting change.

### Aligning with your Leadership Philosophy and your Culture

Experience shows that leadership models are only truly effective when they are deeply embedded into the fabric of the organization and become an integral part of a leader's day to day business.

In the consulting phase, we work hard to understand your business and your leaders' needs, ensuring our proposed solution is in complete alignment with your present and future strategy.

To ensure complete integration, Insights Transformational Leadership can be customized to align with your leadership philosophy and frameworks and to complement existing people development processes, bringing your key performance indicators to life in a compelling and practical way.

Our modular approach also means that your program can be customised to individual development needs as well as to organizational imperatives.

At the program review phase, summary data can be gathered for any team or for the entire leadership population to inform leadership and organizational strategy going forward.

**Insights  
Transformational  
Leadership can help  
you transform your  
organization.**

### A Commitment to Results

Clients tell us that seeing rapid and significant improvement is an important outcome for any leadership development program.

Our highly practical approach explores each of the leadership dimensions in the context of the participants' current issues. This encourages real conversations about real challenges and helps your leaders make clear links between the learning and the workplace.

Because each module is explored in the context of the individual, we ensure each participant can identify the critical leverage points for change and where to focus for greatest personal, team and organizational impact.

This provides an intense personal focus which profoundly enhances inner awareness and accelerates improvements in outer behaviour and bottom-line results.

Pre and post evaluations help us to be sure that transformational shifts have occurred.

### Inspiring Leaders to Excel

No change is possible without winning the heart and mind of each leader.

Insights Transformational Leadership solutions are designed and delivered in an engaging and innovative way to captivate both the leader and the organization.

We help your leaders to make improvements in areas of challenge or stretch but our primary focus is on areas of strength and how to leverage that capacity further. Participants are therefore inspired to pay attention to what's already working for them and to make this even better.

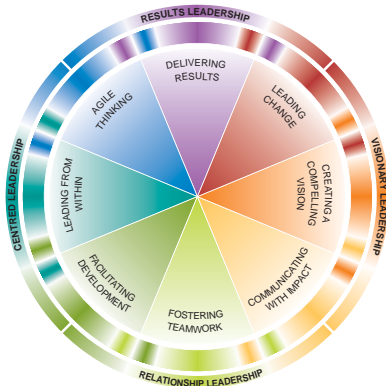
This creates an infectious and compelling desire in every participant to create immediate and positive change and to continually strive for leadership excellence.





# Insights® Transformational Leadership

## Insights Transformational Leadership Resources



### The Insights Transformational Leadership Model

Unique, compelling and rigorously researched, the Insights Transformational Leadership model enables your leaders to explore a diverse range of critical attributes and skills through the lens of both preference and capability.

Comprising forty facets clustered into eight dimensions, the model is depicted as a circle, promoting a holistic approach to leadership development and highlighting the patterns and relationships between each dimension.

The model can be customized to your leadership development framework.

### Discovery<sup>Insights®</sup>

Underpinned by Jungian psychology, this critical component of Insights Transformational Leadership builds on the unique Insights Discovery Personal Profile which has had a profound and lasting impact on thousands of personal and professional lives worldwide.



The Insights Transformational Leadership Discovery Profile explores your leaders' preferences in each of the eight dimensions. It offers a practical, accessible and reinforcing way to explore each leader's personal style and impact.

The Profile helps leaders to create more effective relationships with key stakeholders and to achieve better results.

The inclusion of provocative questions aids self and peer coaching and supports the development of personal action plans.

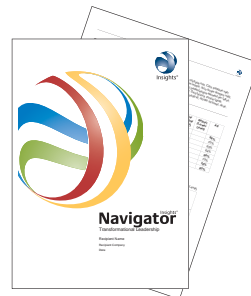
The Insights Transformational Leadership Navigator Profile explores your leaders'

### Navigator<sup>Insights®</sup>

Transformational Leadership

capabilities in each of the eight dimensions, collating feedback from self and others.

The visually-compelling format supports your leaders to quickly identify which behaviours work for them and could accelerate their success and which behaviours are less effective and could derail or hinder leadership excellence.



The Profile provides a comprehensive metric for tracking leadership development over time, both at the individual and collective level, whilst providing valuable return on investment information.

### The Insights Transformational Leadership Learning Guide

The Insights Transformational Leadership Learning Library presents leaders with insightful information and the best of current thinking around each of the eight dimensions.

Packaged in a vibrant and colourful way, each Learning Guide is highly personalized and action-orientated, enabling leaders to apply the learning in the context of their own gifts and challenges and to set realistic and relevant action plans.

The engaging approach encourages interactive learning and journaling during the direct learning experience and back at the workplace, increasing the likelihood of sustainable change.



### The Insights Transformational Leadership Qualification

Insights Transformational Leadership solutions can be delivered by our world-wide team of experienced and inspirational facilitators.

Alternatively, your in-house facilitators can be qualified to teach the program, enabling internal champions to embed the learning deep into your culture.

Our three-day qualification teaches participants how to design and deliver Insights Transformational Leadership solutions in a way which is completely aligned with your organizational objectives.

Through a mixture of action-based learning, self-study and group work, participants are immersed in the program's philosophy, model, diagnostics and learning resources.

### The Insights Transformational Leadership Book

This provides an introduction to Insights' leadership philosophy and a detailed exposé of the Insights Transformational Leadership model - from the two hundred essentials to the forty facets to the eight dimensions to the four manifestations.

An invaluable resource for all leaders embarking on a leadership development journey, this book presents real examples of what it takes to become a transformational leader.

### Case Study:

#### The City of Richmond Leadership Development Programme

##### Need

The City of Richmond (British Columbia) governing body required a leadership development programme which embraced their eight core competencies for leaders.

##### Solution

An 18-month programme of continuous modular learning was implemented, aligning the Insights Transformational Leadership model with the City of Richmond's eight leadership competencies.

Modules included a blend of Insights products and services: profiles, diagnostics, workshops, one-on-one coaching, online learning modules and an assortment of job aids.

At the beginning of the programme, all participants received an Insights Discovery Personal Profile, the Insights Transformational Leadership Profile and the Insights Transformational Leadership Navigator Profile.

##### Results

Since experiencing the programme, the City's governing body has successfully realised their organisational objective of developing leaders and implementing a succession-planning programme.

"We've been thrilled with Insights' involvement in the programme. Their model is personalised, motivating and their customised learning approach is robust and appeals to different types of learners. Participants like the fact that the Insights approach is fun, memorable and very accessible, improving communication, relationships and results".

Rick Thomas,  
Manager, People and Organisation  
Development, City of Richmond