

Authentic Leadership: Build Cultures That Attract, Retain, And Unleash Greatness

Leadership is not a title. You get promoted to being a boss, but leadership is something you earn by the choices you make and the actions you take. It's about PRESENCE, not position.

Now more than ever, power, purpose, and privilege do not reside at the top of an organization. They potentially live at every level. We know that great cultures – organizations that exhibit such qualities as employee engagement, credibility, sustained commitment, camaraderie, and pride – can be created at every level. Regardless of your title, leadership is a decision to discover and express your unique talents in the service of others.

To attract and retain your best talent in today's competitive marketplace, you must build a culture that fosters trust, inspires a shared vision, builds ownership and accountability, and gets people deeply engaged in their work. A new philosophy and approach is needed. Those you serve (yes serve!) want more than a job description, quarterly objectives, and yearly performance reviews. They want to be inspired - with an authentic experience.

You are invited to take this opportunity to step back, gain new perspective on this leadership responsibility, and strengthen your competence in the practice of leadership. David Irvine is one of Canada's most respected voices on leadership and organizational culture and he offers a new view of who you are as a leader and what you and your organization can become. Leave with practical insights and strategies for building a culture that attracts, retains, and unleashes greatness.

- Learn the difference between a boss and a real leader, and the true source of leadership power — your authentic presence.
- Discover the three vital leadership accountabilities that will inspire others, renew your culture, and engage people in what matters most.
- Learn the keys for building a Values-Aligned Culture™ that engenders trust, loyalty, open communication, and renewed commitment.