

# Functional Leadership

## Professional Development Series

**94%**

of employees say they would stay with a company longer if it invested in their careers.

**#1 Benefit**

“Learning” is ranked as the top benefit for employers by Gen Z and Millennial employees.

**27%**

of Gen Z and Millennials employees would leave jobs with no opportunities to learn and grow.

**Functional Leadership** is about developing and empowering your team. After completing the series, they'll be prepared to drive bigger results, deliver greater impact, and boost their influence as leaders in your organization.



### SESSIONS INCLUDE:



**Building (And Owning) Your Leader Brand**



**Team Building for Trust and Motivation**



**Establishing Powerful Habits**



**Delivering Results with Impact**



**Effective Communication**

All sessions can be booked separately or save 15% if booked as a package.

### ABOUT YOUR SPEAKER

Gordon Fowler has 35+ years experience consulting with government, political, nonprofit, entrepreneurial start-up, and Fortune 100 companies to craft and execute their internal and external communications strategies. As the founder and lead strategist of 3fold Communications, Gordon has taken his expertise and applied it to design training programs that guide organizations, their leaders, and teams to better achieve priorities, engage audiences, and boost internal innovation.



## BUILDING (AND OWNING) YOUR LEADER BRAND

Define, grow, and protect your leadership identity in a competitive marketplace.

**In this session, you'll learn how to:**

- Create a leader brand that is distinctive, aligned to your goals, and easy to communicate.
- Introduce your leader brand so it aligns with others' priorities and positions you for success.
- Monitor your leader brand so your reputation matches the perception you want to create.



## TEAM BUILDING FOR TRUST AND MOTIVATION

Align and empower your team to overcome friction and engage their talent, energy, and motivation.

**In this session, you'll learn how to:**

- Identify what characteristics and approaches make you a team-building leader.
- Examine, apply, and replace leadership actions for better results.
- Understand and use the key elements of a healthy team to tap into their potential for growth and collaboration.



## ESTABLISHING POWERFUL HABITS

Build powerful personal and leadership habits to transform your team, your organization, your community, and your life.

**In this session, you'll learn how to:**

- Identify two habits that align with your vision and values to keep you in a good leadership state of mind.
- Define four easy-to-implement habits that improve your leadership and team building skills.
- Create six micro habits that will set you up for personal and leadership success.



## DELIVERING RESULTS WITH IMPACT

Develop a leadership mindset for tackling projects and delivering growth that proves impact and alignment with organizational priorities.

**In this session, you'll learn how to:**

- Understand the steps for building success and creating a plan that achieves it.
- Set SMART goals to create targeted and focused metrics that help you succeed.
- Apply your goals and plan to produce tactics that work in real-world settings.



## EFFECTIVE COMMUNICATION

Ensure your team members hear, understand, engage, and perform using clear and purposeful communication within your organization.

**In this session, you'll learn how to:**

- Move from talking to your team to talking with your team.
- How to communicate effectively during a crisis or during everyday roles and responsibilities.
- Communicate effectively with each team member understanding how each member of your team receives information.