

Vanguard Leadership Dynamics

When leading change, from dealing with today's hybrid workforces to launching major change initiatives, success requires full commitment from the organization's stakeholders. Most leaders acknowledge that this requires frequent, consistent communication. However, the question remains – what, exactly, should they communicate?

Leaders who have successfully guided large-scale organizational change show remarkable consistency in three areas: they **know** exactly where they are going, they **believe** passionately in what they are saying, and they **genuinely connect** with people's needs and interests.

Our three-day Vanguard Leadership Dynamics (VLD) workshop gives leaders the tools they need to accomplish all three goals, creating messaging that gets their employees out of the stands and into the game. **Participants are taken step-by-step from theory to execution, not only developing the content of their core message, but practicing its delivery and receiving immediate feedback.**

VLD provides a laboratory for leaders to identify, demonstrate, and be acknowledged for their authentic communication strengths, and to drop habits that may be hindering employee engagement and business performance. It is not about being slick, or commanding, or having the perfect message. **Above all, stakeholders demand authenticity.**

We find that effective messages, those that connect with stakeholders in a meaningful and authentic way, share **nine key elements**:

- Establish a connection
- Have a clear vision
- Coordinate a strategy
- Articulate the impact
- Request action
- Highlight the urgency
- Present the benefits
- Confront hardball issues
- Show your appreciation



Leaders learn about these principles on day one of our workshop, and immediately put them into practice, delivering multiple versions of their core message in a group setting on day two. This practice is central to the VLD method – we call it “The World’s Largest Lie Detector.”

When leaders stand in front of a room and say what they believe in, the room knows whether or not they are telling the truth. **This feedback gives leaders the opportunity to identify and eliminate insincerity, replacing it with messaging that rings true.**

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Services Offered

VLD is offered as a three-day workshop, with each day dedicated to specific goals.

Day One: Components of the Core Message

The group learns the components of a *core message*, which is the simplest, clearest articulation of where you want to go, how you plan to get there and how the journey will affect the people you are talking to. Participants prepare their own core message and learn simple tools and vocabulary for measuring the impact of their message.

Day Two: Presenting the Core Message

Participants have two opportunities to present the core message they created on Day One. These are videotaped and replayed so the group can offer feedback and coaching regarding the presenter's strengths and areas for improvement.

Day Three: Creating a Strategic Communication Plan

Participants create a Strategic Communication Plan for generating action and momentum throughout the organization. They learn how to take the right message to the right constituencies at the right time and place, to generate action and momentum toward outstanding business results.

Needs Met

VLD is particularly useful in meeting the following needs:

- Evaluating leaders' presentation strengths and providing feedback and coaching to shore up weaknesses
- Building trust in leadership during times of change and transition
- Addressing tough issues while improving stakeholder engagement

Total Performance Leadership (TPL)

While improved communication is key to improving in all of the nine TPL principles, we recommend VLD for organizations targeting the following focus areas:

- Leading with Purpose
- Stakeholder Engagement
- Clarity in Everything

