
RETAIL CONSORTIUM FOR MANAGEMENT EDUCATION

Retail Management Institute – Santa Clara University



Bill Treasurer

Courageous Leadership: Using Courage to Transform the Workplace

Wednesday, September 7, 2011

9:30 a.m. – 11:30 a.m.

Courage is the first virtue of organizational performance, because it's the lifeblood of leadership, entrepreneurship and innovation. But in times of economic instability, such as *right now*, the majority of workers become safety-seekers, often to the detriment of their organizations. When fear directs workers' behaviors, they become distracted, afraid, and unproductive, just when their companies need them to be the opposite. Fear is bad for business. Courageous workers, by contrast, step up to challenges, seek out leadership roles, and assert innovative ideas...all for the good of the company. This program will provide practical strategies for building workforce courage so workers can become "opportunity seekers".

Key concepts covered in this workshop include:

- Three distinct types of courage and how to differentiate among them
- How to create an environment that supports courageous behavior
- The differences between two different leadership dispositions, *Fillers* (encouragement) and *Spillers* (discouragement)
- Tips on how to be more courageous and how to inspire more courageous behavior among those you lead

This workshop will help attendees enlarge their Courage Capacity so they can meet organizational challenges with more confidence and less fear.

Learner Outcomes:

- Knowledge of current research about the negative impacts of fear on performance, and how courage can be used to overcome them.
- How to distinguish between three different, but equally important types of courageous behavior.
- Specific actions you can take to promote and encourage more courageous behavior within your own work environment.

Who Should Attend:

- Executives who wish to transform their organizations.
- New leaders who want to have more confidence, or are struggling with a lack thereof.
- Emerging leaders or those aiming to have more leadership influence.

Seminar Details:

Date & Time: Wednesday, September 7, 2011, 9:30 – 11:30 a.m. (Registration begins at 9:00 a.m.), box lunch to follow
Location: Lucas Hall – Forbes Family Conference Center (126) Santa Clara University, 500 El Camino Real, Santa Clara, CA 95053

Parking: Enter through the main gate of the University. The guard will provide you with a campus map, parking permit and direct you to available parking. Or go to www.scu.edu/map/parking/directions.html if you need directions and/or a map of campus prior to arrival. Please expect a 5-minute walk to the seminar location

RSVP by August 31, 2011 to: dgustafson@scu.edu

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