

# The Five Cs® Leadership Transformation Program

For  
leaders



 [leahmether.com.au](http://leahmether.com.au)

LEAH METHER 

# The Five Cs® Leadership Transformation Program

Why does no-one tell you the 'people part' of leadership is the hardest part?

Whether it's delivering feedback, managing performance and personalities, inspiring action, or driving your team towards a positive culture; the challenge is very real.

Your success as a leader depends on your ability to get the best out of your people because **people drive performance**.

But before you can lead others, **you must first lead yourself. Leadership starts with you.** It requires an inside out approach. You need to model the behaviour you want to see in others.

Learn how to radically improve your leadership effectiveness and transform your communication with The Five Cs® Leadership Transformation Program with Leah Methers.

**Develop your soft skills to get the hard results you crave.**

## Exclusively for leaders who are determined to:

- ➔ Grow and improve their leadership, communication and self-management.
- ➔ Approach their development with curiosity, not defensiveness.
- ➔ Do the work required to create tangible change and shift **from knowing to doing**.
- ➔ Put their learnings into practice because **effort equals outcomes**.

## Outcomes you can expect to achieve from this program include:

- ➔ Increased self-awareness of, and personal responsibility for, your own communication and leadership style.
- ➔ Increased emotional intelligence and capacity to self-manage under pressure.
- ➔ Improved ability to communicate with influence and build trust within your team and organisation.
- ➔ A framework for delivering feedback, defusing conflict and having difficult conversations effectively.
- ➔ Practical strategies for leading through uncertainty, challenge and change.
- ➔ Improved skill at managing performance and behaviour.

## Program at a glance:

**Knowing does not equal growing**, that's why this 12-month program features monthly touchpoints, because **frequency fuels focus**.

Program features include:

- ➔ 5 x full-day group workshops
- ➔ 5 x 1.5-hour group accelerator sessions
- ➔ Activities between sessions to practice learnings
- ➔ Leah's acclaimed book *Soft is the New Hard: How to Communicate Effectively Under Pressure*
- ➔ A program workbook packed with self-reflection prompts

**Support scaffolds success** and each program is targeted to your industry, with content and scenarios that are real, relatable and relevant to your organisation.

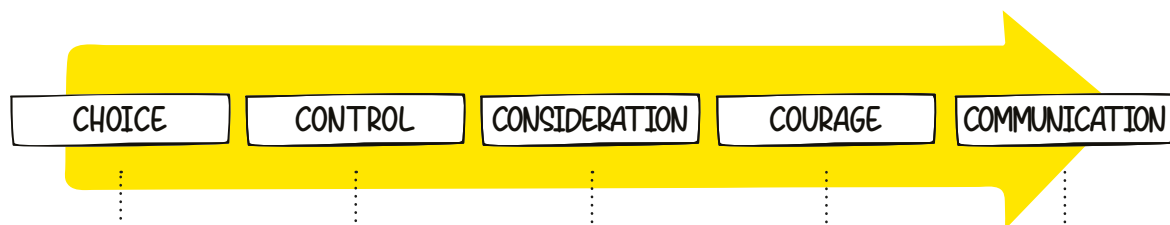




## What is 'The Five Cs®' model and how will it transform me and my leaders?

The Five Cs® is a five-step sequential model of building blocks that underpin effective communication and leadership success.

The model is elegantly simple and provides a clear path to self-improvement that will help you build relationships of influence, create psychological safety in a team, regulate your emotions, increase self-awareness, improve your mindset, and communicate courageously.



**Control** – Once you've made a choice about how you want to show up as a leader, you need the emotional intelligence to be able to regulate your response. In this module you'll learn how to increase your self-awareness, manage your emotions under pressure, and empathise with others to build connection and trust.

**Choice** – Who you are and who you want to be? Improving your leadership starts with making a choice about the sort of leader and communicator you want to be. In this module you'll learn why an inside-out approach of self-leadership, a curious mindset, and personal responsibility are key to success.

**Consideration** – There is no one-size-fits-all approach to communication and leadership. People have different communication styles, preferences, backgrounds, life experiences and truths. No-one thinks exactly like you; that's why consideration is key. Success is in the preparation and in this module you'll learn how to tailor your approach to achieve the results you need.

**Courage** – You don't have to be an extrovert to lead and communicate effectively but you do have to be brave. It's about courage, not confidence. In this module you'll learn the elements of courageous leadership and how to develop them to earn respect.

**Communication** – The last of the five steps to effective leadership and communication is applying communication skills. It's not the starting point. You must do the thinking first and that reflection is found in the four foundational steps. In this module you'll learn about body language, tone, listening, and putting your consideration pre-work into action with conversations that connect.

Why are people more likely to implement the trade marked Five Cs® approach than other models?

The success of The Five Cs® lies in its simplicity. The step-by-step model lays the foundations for effective leadership and can be applied by anyone, in any role, in any industry. Because it is sequential, the Five Cs® is straightforward to follow and implement, ensuring significant results for those who are willing to put their learnings into practice.

How does investing in The Five Cs® Leadership Transformation Program deliver more value than a one-off training session?

While it's not uncommon for individuals to experience significant 'lightbulb' moments in my one-off training sessions that lead to immediate improvements to the way they communicate, if it's 'lights on' behavioural change that you're after, The Five Cs® Leadership Transformation Program delivers.

What kind of guarantee can you give us to make our decision to work with you a no-brainer?

Easy! If for any reason you feel my training is not of the calibre you expect, contact me within 48 hours after the first session, and I will refund your money (less costs). I am absolutely committed to delivering exceptional service and accept nothing less.



**Repetition reaps rewards** and the **risk of reverting decreases** with each program session as participants embed their learnings, discard destructive habits, and create new foundations.

This **accountability accelerates action** and equips leaders with the mindset, strategies and tools over a 12-month period to develop a thriving, high performing team.

TRAIN	or	TRANSFORM
KNOWING	→	DOING
LIGHTBULBS	→	LIGHTS ON
CLARITY	→	COMMITMENT
AWARENESS	→	ACTION
EDUCATE	→	EMBED
CONVERT	→	COMPOUND
GO FAST	→	GO FURTHER
RISK OF REVERTING	→	REPETITION REWARDS



## DID YOU KNOW...

- ➔ More than 72% of Australian workers leave their jobs due to poor leadership, with communication skills and emotional intelligence seen as the critical skill gaps that Australian leaders are facing.  
— **Australian Institute of Management Leadership Survey 2019**
- ➔ Workplaces that invest in a range of leadership development activities have more capable leaders with a stronger belief in their ability to do the job. — **Study of Australian Leadership, The University of Melbourne**
- ➔ 3 in 4 employees consider effective, transparent communication as the most important characteristic any leader should have. — **Jouany & Martic, 2021**
- ➔ The ability to 'Inspire and Motivate Others', and 'Communicate Powerfully and Prolifically' were in the top five leadership skills as ranked by over 300,000 respondents in a dataset collated by **Harvard Business Review**



## TESTIMONIAL

“The Five Cs® Leadership Transformation Program resulted in our leadership team coming together as a cohesive, confident, and supportive team. Psychological safety within the group has given us new skills, confidence, and a greater understanding of individual communication styles to better lead our teams through periods of intense change.”

— **Penny Cassidy, Unit Executive Manager**

## Aged & Disability Services Leadership Team



### ABOUT THE AGED AND DISABILITY SERVICES UNIT

The Gippsland Lakes Complete Health Aged and Disability Services leadership team comprises of an executive manager, manager, and 11 team leaders.

The unit services more than 2000 aged care and disability clients, employs more than 150 staff and oversees 300 volunteers.

#### BEFORE THE PROGRAM – JUNE 2021

- ➔ The organisation had experienced fast and significant growth – both in terms of staff employed and clients serviced.
- ➔ Demands and expectations placed on leaders had grown significantly.
- ➔ A pending change to Federal Government funding loomed, with leaders uncertain about how the changes would impact the organisation, what funding they'd have, and if some services and positions would be viable.
- ➔ On top of this, leaders were grappling with the continued impact of the COVID pandemic.
- ➔ Leaders operated in silos, not as a team.
- ➔ Leaders were focussed on management rather than leadership and needed support in the development of 'soft skills' to help them lead their people through the storm of change.
- ➔ Poor behaviour amongst staff was left unchecked and people problems flourished.
- ➔ Leaders felt unsupported and stressed. Individual and team morale was at an all-time low.

#### AFTER THE PROGRAM – JUNE 2022

- ➔ Leadership of the unit was transformed from disconnected, low trust, and siloed, to a supportive and united leadership team.
- ➔ Leaders understood each other's strengths, preferences and communication styles, allowing them to work better together.
- ➔ Leaders were able to have courageous conversations as a leadership team, addressing challenging topics with trust and respect.
- ➔ Leaders supported each other, shared learnings and challenges, and had each other's backs.
- ➔ Leaders set clear expectations for the performance and behaviour of staff and held their people to account with regular feedback conversations.
- ➔ The leadership team developed broad strategic principles and key messages for staff about impending Federal Government changes, growth management, and the unit focus for the next 12 months. This provided staff with clarity and a level of stability at an uncertain time.

### Outcomes achieved throughout the 12-month program

#### Leaders:

- ➔ United and led their teams through a period of great disruption, including the resignation of two managers within the unit.
- ➔ Improved their ability to communicate with influence and build trust within the team.
- ➔ Increased their self-awareness of and personal responsibility for their own communication and leadership style.
- ➔ Increased their emotional intelligence and capacity to regulate and self-manage under pressure.
- ➔ Developed their skills for having challenging conversations and addressed performance issues within their teams. This included one leader who addressed significant behavioural concerns that resulted in a staff member exiting the organisation. This development resulted in an instantaneous positive impact on the team.
- ➔ Supported each other and their people through the continued impacts of the COVID pandemic, including an extended lockdown and re-introduction of work from home directives.



## ABOUT LEAH METHER

When the 'people bit' is the toughest part of your leadership role, you need a communications specialist who makes it easier.

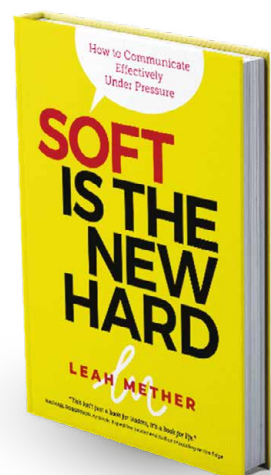
One who understands you must connect, then lead and that it takes courage, not confidence to succeed.

With more than 15 years' experience working with thousands of clients, and an acclaimed book to her name, Leah Methers knows what it takes to communicate under pressure. Like you, she knows the challenge of defusing conflict, managing performance, influencing decisions, and having difficult conversations.

Winging it in communication simply won't cut it as a leader and avoidance only makes problems grow. There is a structure that works, and it's about laying the foundations first.

Leah is renowned for her practical, relatable, straight-shooting style. Utilising her Five Cs® model of effective communication, she takes leaders from knowing to doing and radically improves their leadership effectiveness.

Her clients represent a wide range of industries, government agencies, and businesses across Australia - including AGL, Optus, DELWP and Gippsland Water.



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