



Linkage has been ranked as a Top 20 Leadership Training Company for nine consecutive years by *Training Industry*.

Leadership Content Licenses

Your go-to partner for best-in-class leadership content.

2018

Bestselling Leadership Programs

Purposeful
Leadership™

Academy for the
Advancement of
Women

Change
Leadership

Coaching for
Business Leaders

Leading
Organizational
Transition

Intensive on
Leading Inclusively

Management Skills



You select the content you'd like to license.



We can deliver the content or we can certify your team to deliver it.

Our licensable content features a broad range of leadership topics designed to empower leaders and organizations to create lasting business impact, in a way that allows you to integrate our content into your systems to meet your organization's leadership objectives.

Developing a training program for your employees can take months of preparation. Your organization may already have a professional staff on board to present courses to your employees, but not the time to initiate, develop and evaluate all of the training. Our flexible and simple process provides customized content for specific training needs. We can customize a course for your business or you can choose from one of our 40+ courses ready for immediate delivery.

Whether it's leadership, management, coaching or communication, we have the resources for your organization and in-house trainers.

Why license?

- Fast and easy access to customized content for your specific business needs
- Freedom from the labor-intensive process of content research and development
- Flexibility to train whenever necessary, for a small or large audience
- Content that generates proven results
- Your internal development team understands your organization, mission, culture and employees the best!

If you need your in-house professionals trained to present the content, call us at 781-402-5555 to learn more about our train-the-trainer solution.

How does it work?

Simply select your program and let us know your specific organizational, individual, or team development needs and goals—we'll customize the content for your organization and team so that it's a perfect fit. You'll get our proven content and session materials, as well as training for your own internal facilitators so that you can develop staff on an as-needed basis. Your internal resource will complete the train-the-trainer program via an on-site, hosted, or open enrollment workshop, learning the materials inside and out, while also being coached on how to be an expert facilitator.

Our Bestselling Leadership Programs

Purposeful Leadership

Purposeful leaders embody leadership skills and practices that create positive business impact—they make and keep five commitments with their stakeholders, to: Inspire, Engage, Innovate, Achieve, and Become. Participants complete a 360° assessment that provides insight into their overall and relative performance on each commitment, the practices that make up each commitment, and the related leadership skills that research shows results in higher net profits, greater employee engagement, and greater revenue impact.

Academy for the Advancement of Women

This multi-module learning experience seeks to help women address the unseen barriers that impede their advancement and helps them to develop their unique leadership identities. Through strategically targeted skill building exercises, simulations, case studies and interactions with other women leaders, Linkage's *Academy for the Advancement of Women* supports women in surmounting both external and internal bias and developing leadership strengths, thereby creating a direct impact to the business.

Change Leadership

Leaders today recognize the imperative to change—yet only a handful are equipped with the right tools and techniques to create effective change within their teams, divisions, and organizations—leading to approximately 75% of change initiatives failing. Learn how to apply critical change leadership concepts and tools, and learn a change leadership process to ensure your organization realizes the benefits of real change. Discussions, activities, assessments, simulations, and application to participants' own real-world changes help embed the learning and ensure skill development.

Coaching for Business Leaders

If you manage or supervise others, your success depends on their performance. Thus, your ability to coach your team members is indispensable. This hands-on workshop is structured around the eight capabilities of *The Essential Coach™*, Linkage's validated competency based coaching assessment. Participants assess their skill level using this tool and then receive guidance and techniques that will help them leverage daily coaching opportunities. Participants engage in extensive skill practice, receive

targeted feedback and leave with a set of plans and action steps that will enhance team performance.

Leading Organizational Transition

What's better than an employee prepared for change? How about an entire staff that's prepared for change and continues delivering great results without missing a beat? Build a stronger, better-equipped team with a Train-the-Trainer program that delivers ongoing training and results to your entire organization. This three-day program certifies participants to deliver two skill-building workshops to internal staff as needed. Both workshops embrace the highly acclaimed William Bridges & Associates' Three-Phase Transition Model, which includes a proven framework and series of tools for successfully embracing and fostering the human side of change.

Intensive on Leading Inclusively

Today's diverse workforce needs leaders who understand how to harness and empower diversity to drive results at the individual, team and organizational levels. Organizations that equip their leaders to function more inclusively have a more engaged workforce, with less turnover, and often experience greater growth, fresh strategic thinking, and increased innovation. This interactive learning experience blends case studies, role playing, and peer learning to help leaders build awareness and modify their own leadership style. The program is based on Linkage's *Inclusive Leadership Assessment™*, which focuses on developing the competencies, skills, and applied behaviors that empower inclusivity and leadership, leading to a more engaged workforce.

Management Skills

Learn the critical success factors of goal alignment, coaching for performance, and driving team results. Receive practical, state-of-the-art techniques for providing focused feedback, generating trust and commitment through challenging times, and holding conversations that set clear expectations.

Become a leader worth following.
***Create lasting
leadership impact.***

About Linkage

For 30 years, Linkage has helped nearly 10,000 organizations strengthen their leaders and build cultures of employee engagement that achieve and exceed organizational objectives with leadership development insights, learning and strategy. At Linkage, we believe that becoming an impactful and purposeful leader requires a lifelong commitment to learning, adapting and changing. We're passionate about working with leaders who want to create lasting impact and positive change in their organizations, with their teams and in society. We partner with organizations to effect leadership change through our strategy consulting and professional services, executive coaching, consultative assessment surveys, experiential global learning programs, and through leadership development content that can be licensed for your organization.

At Linkage, we are passionate about developing leaders who can create lasting impact. Contact us to learn more about Linkage licensing, or about our other talent and leadership services.