



BE THE LEADER THAT PEOPLE WILL FOLLOW
with Dr. Robert Bies
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

BE THE LEADER THAT PEOPLE WILL FOLLOW

This program delves into the essence of exceptional leadership through the portrayal of iconic figures in silver screen history. Inspired by legendary Hollywood movies, it equips participants with invaluable insights and tangible strategies to elevate their leadership skills. From honing communication proficiency to nurturing emotional intelligence, individuals will assimilate the traits of esteemed leaders and integrate them into their professional endeavors.

DR. ROBERT BIES

Robert J. Bies (Ph.D., Stanford University) is Professor of Management and Founder of the Executive Master's in Leadership Program at the McDonough School of Business at Georgetown University. In addition, he is co-author of the book, *Getting Even: The Truth About Workplace Revenge-And How to Stop It*, which is published by Jossey-Bass.

TOPICS COVERED

SETTING THE STAGE: INTRODUCTION TO HOLLYWOOD LEADERSHIP

EXPLORING THE ALLURE OF HOLLYWOOD AND ITS INFLUENCE ON LEADERSHIP
IDENTIFYING KEY LEADERSHIP TRAITS EXEMPLIFIED BY LEGENDARY FIGURES

MASTERING EFFECTIVE COMMUNICATION AND STORYTELLING

INTERACTIVE EXERCISES TO PRACTICE COMMUNICATION SKILLS AND STORYTELLING TECHNIQUES
STRATEGIES FOR DELIVERING IMPACTFUL MESSAGES THAT RESONATE WITH AUDIENCES
INTERACTIVE EXERCISES TO PRACTICE COMMUNICATION SKILLS AND STORYTELLING TECHNIQUES

CULTIVATING PERSONAL CHARISMA AND INFLUENCING OTHERS

UNDERSTANDING THE ROLE OF CHARISMA IN LEADERSHIP EFFECTIVENESS
ANALYZING THE CHARISMA OF HOLLYWOOD ICONS AND THEIR INFLUENCE ON OTHERS
PRACTICAL TIPS AND EXERCISES FOR CULTIVATING PERSONAL CHARISMA AND INFLUENCING OTHERS WITH STYLE

BUILDING RESILIENCE AND EMBRACING CHANGE

IDENTIFYING COMMON CHALLENGES FACED BY LEADERS AND TEAMS
LEARNING FROM HOLLYWOOD'S PORTRAYAL OF RESILIENCE IN THE FACE OF ADVERSITY
STRATEGIES FOR BUILDING RESILIENCE AND ADAPTING TO CHANGE IN THE BUSINESS ENVIRONMENT

INSPIRING TEAMS TO EXCEL AND ACHIEVE GOALS

EXPLORING MOTIVATIONAL TECHNIQUES USED BY HOLLYWOOD DIRECTORS TO INSPIRE ACTORS AND CREW
DEVELOPING STRATEGIES FOR MOTIVATING TEAMS TO EXCEL AND ACHIEVE COLLECTIVE GOALS
CASE STUDIES AND GROUP DISCUSSIONS ON EFFECTIVE LEADERSHIP APPROACHES TO INSPIRE TEAMS

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