



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

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In times of change and uncertainty, people look to leaders for clarity, confidence, and guidance. To become a trusted leader who inspires loyalty and action, focus on three key skills: building trust, telling impactful stories, and delivering tough news with care.

Trust is the foundation of effective leadership but often falters in uncertain times. This program will help you identify threats to trust—like inconsistent communication or unclear decisions—and teach you how to build trust on three levels, creating credibility and reliability that endure challenges.

Leadership isn't just about strategy—it's about inspiring belief and driving action. Storytelling, known as "the language of leadership," is a powerful way to engage and unite teams. You'll learn to create compelling narratives that align teams and help them navigate change with confidence.

Delivering bad news is one of leadership's toughest tasks, yet unavoidable in difficult times. How you handle it can either harm trust or reinforce it. This program introduces a three-step framework—Preparation, Delivery, and Transition—to help you communicate tough messages with transparency and empathy, keeping your team engaged and supported.

By the end of this program, you'll have the tools to lead authentically, communicate effectively, and face challenges with confidence. You'll not only inspire your team to follow—you'll earn their trust and belief.

# DR. ROBERT BIES

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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

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### **BUILDING TRUST ON YOUR TEAM**

THE 3 KINDS OF TRUST – UNDERSTANDING PERSONAL, ORGANIZATIONAL, AND STRATEGIC TRUST AND HOW TO STRENGTHEN EACH.

CREATING PSYCHOLOGICAL SAFETY – ENCOURAGING OPEN DIALOGUE, REDUCING FEAR OF FAILURE, AND FOSTERING A CULTURE WHERE PEOPLE FEEL SAFE TO SPEAK UP.

### **DELIVERING BAD NEWS**

HOW TO DELIVER IT SO IT IS TAKEN THE RIGHT WAY – APPLYING THE THREE-STEP FRAMEWORK (PREPARATION, DELIVERY, AND TRANSITION) TO COMMUNICATE DIFFICULT MESSAGES WITH TRANSPARENCY AND EMPATHY.

### **THE POWER OF STORYTELLING**

WHAT YOU SAY AND HOW YOU SAY IT – UNDERSTANDING HOW LEADERS USE STORYTELLING TO ALIGN TEAMS, INSPIRE ACTION, AND BUILD RESILIENCE.

TIPS AND TECHNIQUES FOR EFFECTIVE STORYTELLING – CRAFTING COMPELLING NARRATIVES THAT ENGAGE, INFORM, AND MOTIVATE PEOPLE TO FOLLOW YOUR LEAD.

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