



TOWERSTONE DISCOVER

Inspiring a culture of Brand Ambassadors

LEADERSHIP DEVELOPMENT & EDUCATION

“CARING EMPOWERING GROWING”

Purpose

The behavioural change required for employees to become Brand Ambassadors will only happen if they want it to. Leaders require a range of behavioural and influencing skills to create this “I want to” potential.

The Leadership Development practice, TowerStone Discover, is focused on formal education as a means to empowering leaders with the essential conceptual and interpersonal skills to shape Brand Ambassadors. Formal education and business management training in the corporate environment typically fails because of a lack of relevance and practicality with little to no post-course development or follow-up.

Our leadership development approach is based on shaping behaviours against the context of the organisational brand, purpose and values. Central to this is the philosophy of Care and Growth (creating new levels of accountability) and Brand Ambassadorship.

Our approach is facilitative based, adult learning with an intense focus on practicality and application in the workplace. Empowering leaders with conceptual and interpersonal training of this quality creates another dimension of leadership competence over and above functional skills – critical to shaping a culture of Brand Ambassadorship.

Benefits & Outcomes

- Understanding the criticality of brand and culture as a foundation for leading.
- Understanding the fundamentals of 21st century participative leadership.
- Empowering management with essential communication and influencing skills.
- Creating an awareness of the power of emotional intelligence in dealing with people.
- Using the skills of emotional intelligence and communication to become powerful leadership coaches and mentors.
- Addressing cultural red flags i.e. bureaucracy, control, blame, long hours.
- A core understanding of the essentials of brand and culture in the role as a leader.
- Empowered with essential management and leadership skills e.g. delegation, decision making, communication, leadership and coaching.
- Empowered with basic personal mastery skills e.g. emotional intelligence, creative thinking and shifting paradigms.
- Empowered to better understand and drive team performance e.g. conflict resolution and diversity management.
- Empowered to better understand and deal with customers.
- A better understanding of functional business skills e.g. basic finance, project management and risk management. Values Alignment

Solution Overview

Brand Ambassador Leadership Development Programme

This is a tertiary level programme written at NQF Level 7, and currently being registered with the Department of Education (DoE) and Council for Higher Education (CHE). This programme was sourced in collaboration with the University of Stellenbosch School of Public Management and Planning and is developed at NQF Level 7.



TowerStone has been awarded provisional accreditation with the CHE and final approval is expected in April 2009. Registration with the Department of Education accredits TowerStone as a private tertiary learning institute who have sole rights to deliver an Advanced Diploma in Organisational Leadership. The programme is structured across five subjects/modules comprising 25 courses. Delivery of the Programme is facilitative and action learning based. It is experiential, practical and results focused. Application in the workplace is a core element of the programme.

This facilitative learning process helps create sustainable development and momentum and so deliver superior return on training investment. The following diagram outlines the subjects and courses offered for the full accredited programme.



Band Ambassador Supervisors Development Programme

The Supervisors Development Programme is designed as a feeder education programme for those supervisors, foremen and team leaders who will enter the leadership succession pipeline. The programme is underpinned by the same participative leadership philosophies used in the Leadership Development Programme, and with an additional focus on basic management skills.

The programme is accredited with the Services SETA at NQF level 4, and meets all criteria required of a SETA registered skills programme.

There are three key programme components:

A. Pre-Course Orientation

- Mentor and coach preparation

B. Main Course

- Brand Ambassadorship awareness (“Our Reason for Being”)
- Together for Prosperity – basic business skills and accountability awareness
- Basic Management and Leadership skills (5 courses)
 - Role of the Supervisor
 - Planning and Organising work
 - Interpersonal Skills
 - Communication
 - Leadership

C. Post Course Assessment

Post course assessment and development

The programme is structured across 8 - 10 days as follows:

