

# Transformational Leadership

## VALUE PROVIDED BY Transformational Leadership:

Transformational Leadership by BEMA U is a dynamic, three-day learning experience that works to unlock the unique leadership characteristics of people at all levels of your organization. Through this dynamic learning experience, you can expect your people to walk away with an actionable leadership development plan that better enables them to connect and engage with their teams. Offered on-site at your facility or at specially designed events across the country, Transformational Leadership sees immediate ROI in the areas of productivity, engagement and development – elevating the experience of doing great work inside your organization.

### Qualification Questions

- Do you feel that there are leaders inside your organization that have a difficult time connecting with people on their teams?
- Are there people inside your organization who are limited by a lack of self-awareness?
- Do you feel that your team has a clear understanding of their own unique working styles, as well as the working styles of their peers?
- Do you experience any team-unity challenges in your business?
- Do you believe that breakdowns in team structure are hurting your business' bottom line?

### Proof Statement

Almost 90% of business leaders say that leadership is their main organizational issue, but less than 10% feel they're ready to address the leadership capability gap.

### Problem

High employee turnover due to a lack of leadership skills / understanding.

### Impact

- Hiring expenditures are higher than necessary, negatively impacting your bottom line.
- Valuable time is wasted on expensive training processes.
- Valuable knowledge and experience is lost when high-value full-time employees depart.
- Project delivery is skewed, creating stressed client relationships.
- Teams are left feeling stressed and over-worked as they pick up slack from departing team members.

Generational challenges make it difficult for high-potential employees to excel in the work environment.

- Communication barriers between team members of different generations prevent access to revenue-rich business opportunity.
- Millennial-aged leaders are not recognized or empowered to do their jobs at the highest levels of efficiency.
- Established leaders of an older generation are closed off to valuable ideas that originate from younger teammates.

The accessibility and transfer of knowledge is limited.

- Company culture does not facilitate the experience of collaboration – leaving employees feeling siloed and “on an island.”
- Loss of revenue due to non-existent transfer of key information related to high-value, long-standing client relationships.

Stagnant culture due to low-engagement from leaders.

- The larger team / workforce isn't excited or motivated to do great work.
- There is a perception that upward mobility is impossible among entry / lower-level employees.
- The opportunity to modernize seems limited.
- There's an inability to attract high-quality talent that can positively impact revenue.
- Acquired talent is lost to the competitor.

### Role

### Pain

### Key Selling Point

HR

- Constantly having to re-post the same jobs on hiring sites (additional \$\$ lost)
- Recurring HR complaints from select teams.
- Perception of not being able to hire / select the right people when the culture is largely to blame.
- Loss of valuable performers with key information on the tech / install team.

- Transformational leadership by BEMA U is based on a proven system that delivers real, tangible results. Through this coursework, innovation and performance is stimulated for the leader and the follower – increasing well-being amongst employees.
- Eliminate the negative impact associated with problems like: high employee turnover, generational challenges, knowledge sharing and a stagnant company culture.

CEO

- I don't believe selected leaders in my organization are living will full integrity toward my company's mission.
- My company's growth is slowing or underperforming.
- I don't believe we are doing our best work 100% of the time.

- Leadership training from BEMA U works to break down communication barriers that exist between team leads and team members – thus eliminating friction that negatively impacts sales and forward momentum related to your company goals.

BAKERS (GENERAL)

- The loss of high-value workers on the line, including those with key information on machine use & repair, is costing me valuable time and money.

- Transformational Leadership isn't just about empowering existing leaders, it's also about creating new ones. By giving people at all levels of your organization access to this new level of self-awareness related to their working styles, you can expect to retain people longer while keeping them motivated to do high-value work.

### Common Objections

### Answer/Rebuttal

I have already sent designated leaders to leadership training and experienced very little results.

- Transformational Leadership by BEMA U is an entirely different training experience. To show you, I'd like you to select five people in your organization who work on the same team to complete a complimentary leadership questionnaire with a 1-hour consult. If they report back that their experience has been highly valuable, we can have another conversation.