



Blanchard[™]
CERTIFIED

Vision and Curriculum

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| Vision

▶ | **Blanchard Certified: Transforming Organizations**

A good leadership development program teaches learners skills that an organization hopes will be adopted. A great leadership development system that incorporates line-of sight alignment, real work application and sustainability will transform a culture by helping your organization ensure desired behavior change and full adoption.

Blanchard Certified, a leadership development system, helps organizations create engagement, and improve communication and relationships for greater goal achievement and increased productivity by drawing on best practices culled from four decades of leadership research and implementation, via The Ken Blanchard Companies. This system also ensures everyone in your organization supports your vision, values, strategies and goals with the line-of-sight relevancy as to how their behavior and what they're learning and applying will impact key drivers in your organization.

▶ | **Blanchard Certified Creates Successful Leaders Throughout Your Organization**

Your leaders can expect to:

- Have a better knowledge of self and their compatibility with what they're doing and want to do long-term in their career within your organization
- Behave more intentionally and effectively given their actions
- Learn to stop and think before they act
- Become more skilled in handling situations they confront on a daily basis.
- See the vision and the relevancy of their job to the overall organization needs
- Have access to world-renown tools that will help them on a daily basis
- Adopt key leadership practices that will help them honor their best intentions
- Share best practices and develop a bond with other leaders that will have an impact on retention, engagement, growth, and production.

| Curriculum Descriptions

Curriculum	Description
<p>▶ Introduction</p>	<p>Welcome. You are embarking on a self-paced learning journey that is engaging, effective, and consists of content that comes from 30 years of experience. This module will give you a brief introduction to the Blanchard Certified system and information on how the system works and why it is important to you.</p>
<p>▶ Understanding Self</p>	<p>Discovering yourself—that is the foundation for interacting in the world. This module contains the lessons that will allow you to do just that. It will help you explore your strengths, preferences, and opportunities for growth, and give you lesson tools and skill-building activities that will help you better understand yourself, become a strong self leader, and make a positive difference in your life.</p>
<p>Temperaments</p>	<p>Temperament describes the aspect of personality concerned with a person’s emotional dispositions and their reactions to others. This lesson contains information, exercises, and tools that will help you understand your inborn temperaments—especially your dominant and shadow temperaments. You will become acutely aware of feelings and preferences that drive you to act and react to those around you—both inside and outside the workplace.</p>
<p>SMART goals</p>	<p>All good performance begins with clear goals. This lesson contains information, exercises, and tools that will give you the knowledge, skills, and commitment to write goals that are SMART—Specific and Measurable, Motivating, Attainable, Relevant, and Trackable and Time bound. It will show you how SMART goals are different from activities or action plans—and how your goals can have a meaningful purpose and an observable outcome, which will make a positive difference in your work and personal life.</p>
<p>Self Leadership and Diagnosis</p>	<p>When you’re being held accountable for completing goals or tasks, you need to accurately gauge your own ability and then ask for what you need to be successful. This lesson contains information, exercises, and tools that will help you develop a key skill of self leaders—diagnosis. It will show you how to assess your level of competence and commitment and your stage of development at each goal or task. Once you are able to diagnose these, you will be more successful and better able to take charge of your own development.</p>
<p>Needs and Values</p>	<p>Becoming clear about what is important to you and finding ways to align with these choices vastly increases your quality of life. This lesson contains information, exercises, and tools that will help you identify and understand</p>

	key aspects of yourself—specifically your needs and values. This understanding will help you recognize what is important to you and give you standards by which to make decisions. When this information is shared, you give others the opportunity to understand you better and the ability to work with you more effectively.
Your Leadership Point of View	Anyone who has to motivate or influence people should be able to share his or her thoughts and beliefs on leadership. This lesson contains an introduction to “Leadership Point of View (LPOV)” and the information, exercises, and tools that will help you develop your own LPOV statement. This personal statement will connect you with the people you lead, motivate, and organize—and empower your people to take initiative at work because they will have a better understanding of how to work with you.
Building Relationships	Building new and strengthening existing relationships is essential for success at work. This module contains the lessons that will help you use a common language of leadership to better understand what your people need, use appropriate leader behaviors, and effectively communicate to build a strong working community.
Diagnosing Others	When you're responsible for someone else's performance, you have to be able to diagnose exactly what he or she needs from you to be as successful as possible. This lesson contains information, exercises, and tools that will help you understand what diagnosis means in the context of managing others and what your people need during their stages of development. This is your first step in building the skills required for managing people.
Flexing Your Leadership Style	Using leadership styles that match your employees' development levels helps you better manage and develop them. This lesson contains information, exercises, and tools that will help you flex your leadership style—shift your leader behaviors to adapt from one situation to another—giving your people what they need to be successful at various stages of development on a variety of goals and tasks.
Interpersonal Communication	Ineffective communication can impact your work and your personal life. This lesson contains information, exercises, and tools that will equip you with the skills to communicate more effectively and avoid misunderstandings. It will outline how people communicate using a common system of language, symbols, signs, or behavior. You will become aware of how to clearly communicate with others, influence them, and make the impact you want.
One on One Meetings	Frequent meetings with your manager or other key partners help you get what you need to become as successful as possible. This lesson contains information, exercises, and tools that will guide you in setting up and getting the most out of One on One meetings—including scheduling meeting times and structuring that time to get the most out of it. It will show you how to

	prepare and create your agenda, ask for everything you need, and document the meeting for tracking your growth and success.
Relating to Temperaments	This lesson builds on what you have already learned about temperament and spends more time looking at the impact shadow temperament has on your daily life and relationships. It contains information, exercises, and tools that will help you understand how denying or repressing your shadow temperament creates negative consequences. It will also show you how your shadow temperament can be a source of strength, creativity, and growth if you take the time to make the shadow behaviors personally and socially acceptable.
Producing Results	Producing results involves using your skills and relationships to move others to action. This module contains the lessons that will help you leverage what you learned about leadership styles and goal setting to partner with others; align individual, team, and organizational goals; and be an effective communicator who can influence others.
Partnering for Performance	Diagnosis and flexibility can only become a part of your daily leadership behavior when they are used with the additional skill of partnering for performance. This lesson contains information, exercises, and tools that will help you effectively partner with your people to get the results you want. It will show you how to reach agreements with your people about their goals or tasks as well as the appropriate amount of direction and support they will need.
Collaborative Goal Setting	It is important to know how to set and keep goals among large groups and dynamic teams. This lesson contains information, exercises, and tools that will help you align individual and team goals by focusing energy on behaviors that will enable your people to achieve the larger purpose and vision. It will show you how your skill at reaching aligned goals will prepare you to partner with your employees and promote collaboration, interdependence, and mutual responsibility.
Communicating for Results	Communication techniques that work for others may not work for you. This lesson contains information, exercises, and tools that will help you listen more deeply for the most useful information in a conversation, ask questions that yield the best results, and provide feedback effectively. These skills enable you to have the right conversations and achieve the results you want.
Charting Careers	Charting your career requires thought and preparation to achieve future growth and respond to opportunities. This module contains the lessons that will help you look at where you are today and where you want to be tomorrow—and give you the resources to create a plan for career growth and satisfaction.
Understanding Career Development	No matter where you are in your career—just getting started, getting promoted, or getting ready to transition into the next big thing—it is

	<p>important to be prepared. This lesson contains information, exercises, and tools that will help you explore what it takes to chart your own career path. It will show you how to identify where you are today, where you want to be tomorrow, and what your long-range goals are. This lesson will enable you to create a clearly defined plan so you can maneuver when opportunity knocks or the unexpected happens.</p>
<p>Temperaments and Careers</p>	<p>How often do you consider the work you do and whether it's aligned with your temperament? This lesson contains information, exercises, and tools that will help you understand how temperaments—including your dominant and shadow—affect your career choices. It will also show you how to make your temperament work for you in any career and give you tips on using your knowledge of temperaments in hiring and building strong teams at work.</p>
<p>🔵 Certification Close</p>	<p>Congratulations. Your knowledge, skills, and tools will help you drive performance, produce measurably improved results, and inspire the best in people. This module will provide you with certification information and give you ways to maintain your learning by putting your knowledge and skills to practice every day.</p>