

## Trail Guide to Leadership

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### Workshop Overview

This workshop provides outdoor industry entrepreneurs, marketing and communications professionals, and sales staff with an overview of leadership skills and competencies as well as strategies for engaging their teams in leadership development. Leading people is about motivating them to work towards goals with you, and that means you need to understand your capability to lead and identify the ways you can best connect with and teach your people. Build your capacity for leadership so you can maximize your organizational impact.

### Workshop Learning Objectives

- Learn about the foundations of effective leadership and differences from management
- Understand the traits, skills, behaviors, and ethics that comprise impactful leadership
- Build confidence in relating leadership practices to organizational culture
- Develop a plan for implementing organizational change through leadership
- Implement problem-solving strategies using leadership practices

### Workshop Outline

#### Part 1 Understanding Leadership

Topics covered include:

- Traits that effective leaders use
- Leadership skills at different levels
- Engaging ethical practice in leadership
- Leadership behavior archetypes

#### Part 2 Organizational Culture and Leadership

Topics covered include:

- Elements of organizational culture
- Organizational culture drivers
- Leadership impacts on organizational culture
- Organizational strength, challenges, and change

#### Part 3 Teaching Leadership

Topics covered include:

- Building your team's capacity through leadership education
- Strategies for teaching leadership competencies
- Resources that support leadership development
- Leadership development programs

#### Part 4 Case Study on Using Leadership for Organizational Change

Topics covered include:

- Case study review and consideration
- Discussion of leadership elements and impact of practices
- Consideration of leadership development needs
- Recommendations for using leadership capacity to impact organizational change