

# THE TRUSTED LEADER

**BUILDING UNBREAKABLE BONDS WITH YOUR TEAMS**

*An exclusive program from*



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# The Trusted Leader

What if you could increase your staff engagement by 10%, reduce turnover by 30% and increase your goal achievement to consistently smash through your annual targets? What if you could **invest in a Leadership program that brings 3 x Return on Investment (ROI)** in reduced staff costs and improved productivity?

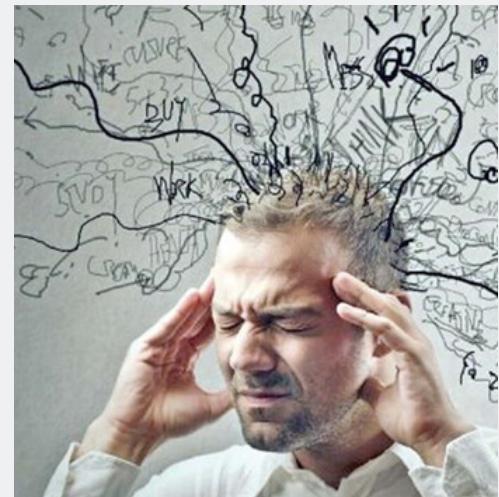
**The Trusted Leader - Building unbreakable bonds with your teams,** is a step-by-step transformation program for leaders to build trust with their employees. Why Trust? Because it is the cornerstone of every good and effective relationship. Without it we tend to be suspicious, uncertain and ambivalent in how we relate to each other. That's okay for casual acquaintances, but it is disastrous in the workplace.

Studies have shown the link between higher engagement and higher performance. What if all your leaders were able to build trusting relationships with their teams? How might that affect not only their performance, or that of their unit, but of the whole organisation?

It's possible to do this through targeted, individualized and coaching-led programs that help each leader to come to their own awareness of how they can authentically lead their teams.

## WHY IS LEADERSHIP SUCH A CHALLENGE FOR INDIVIDUAL HIGH PERFORMERS?

*Many high performing employees who have shown exceptional abilities and achieved precocious career advancement often find that their relationship building shortfalls reveal themselves when they move into a management role.*



Everything has gone so well in their career up until that point. They appear to have the Midas touch when it comes to turning challenges into golden opportunities. Many have started their careers with exceptional technical skills or were outstanding individual contributors. Yet their value and skills do not transfer to others when they take up the leadership challenge. Something about the way they lead their team and communicate their expectations lands badly or at its worst, leads to dysfunctional teams and poor performance.

The skills honed to reach this point in their career are not the same as the skills they now need to develop their team. Yet it can be very difficult to admit they have gaps in their leadership abilities, and they may not be good at asking for help.

## WHAT IS THE TRUSTED LEADER PROGRAM?

The number one reason that people leave their organisation is the poor relationship they have with their line manager. Leaders themselves may also leave if they find their new responsibilities overwhelming, taking their scarce skills with them. The cost of replacing an employee through regrettable attrition is at least 50k and considerably higher if they are a senior leader. Avoiding even one staff resignation through a targeted development program brings significant savings.



***The Trusted Leader is an individually tailored program***, taking a group of 12 leaders through a series of modules that develop skills in building effective relationships and increasing self-awareness. In this program they will reflect on their current style and learn new techniques to become authentic and engaged leaders. In addition to the bi-weekly (fortnightly) individual coaching sessions, leaders will also gain insights through group calls and forums. In this way, they learn to hone and adapt strategies that are right for their situation and organisational needs. They will follow the modules together, having both individual reflection time and group discussions to hone and embed new behaviours.



**The Trusted Leader** follows our unique formula for developing **TRUST**.

- **T**one – setting the right climate for open and supportive communication
- **R**eciprocity – achieving the balance of ‘give and take’ between you as the leader and the team you manage
- **U**niqueness – celebrating diversity of approach and background for all team members
- **S**incerity – being reliable in deed and word so that everyone knows your intentions to be sincere
- **T**ransparency – Sharing as openly and widely as possible so that the team understands what is needed and how they can perform well to meet your expectations

**The Trusted Leader** is a tailored, pragmatic and supportive process, enabling leaders to put new techniques and approaches into action with a personal coach guiding their journey. This can bring a rapid turnaround in team engagement and a marked improvement in leadership performance in a very short space of time.

## WHAT IS THE ROI FOR THE TRUSTED LEADER?

We know that poor leaders drive up organisational costs through staff turnover and increased absence due to stress. We also know that Trusted Leaders help to keep staff costs down and drive productivity. If we take an average size team of 20 employees, ***The Trusted Leader targets a 3 x ROI, by addressing directly three cost drains.***: Staff Turnover (regrettable attrition), Absence, and Lost Productivity (leading to lost EBITDA).

### Turnover:

- Average staff turnover for most organisations is 15%
- On a team of 20, we would expect 3 'regrettable attrition' per year at a cost of 50K per employee. Total cost 150K.
- Trusted Leader would expect to reduce top-level turnover by 10%.

### **Annual Cost saving: €/\$ 15K**

### Stress-related (SR) absence:

- Average days absence per employee due to stress: 7 days
- Cost: \$/€100 per day, per 20 Employees x 7 days each year = 14,000
- Trusted Leader would expect to reduce SR absence
- by 30%.

### **Annual cost saving: €/\$ 4,200**

### Improved profitability per employee:

- Profitability formula = EBITDA / # of Employees
- **Example:** EBITDA of 200mill
- Number of Employees = 3,000
- Profitability = 200mil / 3,000 = 66,666
- The Trusted Leader would expect to increase profitability per employee by 1%

### **Annual Cost improvement:**

$$20 \times 666.66 \text{ (1% improvement)} = €/$ 13,333k$$

**Targeted Annual Savings of €/\$ 32.5k per team**

(Based on average team size of 20)

# WHAT YOU CAN EXPECT FROM THE PROGRAM

**Over the 12 week program, participants will receive:**

- 6 **individual Trusted Leader coaching sessions** delivered via Webex / Zoom.
- 5 **group strategy calls** to learn from their fellow cohort of leaders.
- **Trusted Leader gap-analysis** to pinpoint challenges and opportunities.
- The Leader's **Engagement Vision and Roadmap** – mapping out the route to developing high performing, highly engaged teams.
- The **Conflict Resolution workbook** to manage the most difficult conversations effortlessly.
- A **Trusted Leader Masterclass** to learn to package and deliver challenging messages with ease and kindness.

**For organisations, the program will deliver:**

- **3 x ROI** in staff cost savings and increased productivity.
- **Rapid on-the-job learning** environment for leaders.
- **A strong cohort of leaders**, committed to ongoing development.
- **Smooth transition** from individual contributor to people leader.
- **A positive impact** on the wider organisational culture.

## YOUR EXPERT TEAM

Mary McGuire, creator of The Trusted Leader program has an MBA from Henley Management College, MSc (HRM) from University of Wales, BA (Hons) in Social Work & Counselling and is a Chartered Fellow at the Chartered Institute of Personnel and Development (CIPD, UK).



As a transformation expert Mary has worked with some of the world's largest companies for the last 20 years, across many industries and sectors. She is a guest lecturer at a number of business schools and a published author.

Founder of Agents2change, a transformation consultancy, Find Your Joyful Life an inspirational website and author of Coming Home to You, a step-by-step change manual, you can expect her, along with her team of highly skilled coaches, to expertly guide your leaders to embody the qualities and characteristics of trust that will lead to standout performance.

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If you are ready to reverse the three cost drains in your organisation, **[click here](#)** to book a *Trust Builder Strategy Consultation* with me now.

In this session you'll discover why The Trusted Leader offers a unique and proven approach to lasting behavioural change that drives exceptional performance and delivers a 3 x ROI.