60 Day Blue Fjord Leadership Challenge



The Formula to Improve Employee Engagement

Session 2

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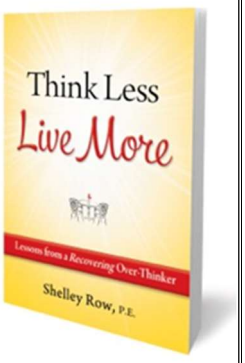
Shelley Row, PE, CSP

Blue Fjord Leaders

Shelley Row, PE, CSP's leadership work focuses on developing leaders who can see *beyond* the data. That's why she founded **Blue Fjord Leaders**, a boutique training company known for **high-caliber programs**, **relevant content**, and **impactful results**. At Blue Fjord Leaders we assist professionals to intertwine technical and human skills for astute leadership. *After all, the world needs more leaders who have both.*

Shelley's application-based approach, original research and neuroscience foundation gives you the credible foundation from which to grow your leadership competence in critical areas. Research indicates that leadership traits like **communication**, **empathy**, **self-awareness**, **adaptability**, and **delegation** are essential but in need of enhancement particularly with technical professionals.

Plus, you won't find credentials like these anywhere else. **Named by *Inc*. as one of the top 100 leadership speakers** and **one of eight engineers worldwide** who is a **Certified Speaking Professional™**, Shelley Row is an engineer and former government and association executive. A sought-after speaker with hundreds of presentations to her credit for audiences from 20 to 2500, she has published articles in *Forbes*, *Fast Company*, *HuffPost Business*, *SmartBlog on Leadership, Realizing Leadership Magazine, CEO Magazine, ITE Journal, Thinking Highways* and more. She is a trained coach, a certified trainer for Business DNA Behavior self-assessment tools, and she has a certificate with the NeuroLeadership Institute. She is the past president of the National Speakers Association Washington, DC chapter. The author of four books, her latest is, *Think Less, Live More. Lessons from a Recovering Over-Thinker.*



Shelley provides **leadership training, keynotes,** and **consulting** (in-person and virtually) to associations, agencies and companies who want to grow their business with staff who demonstrate strong leadership and communication skills.

Receive your free copy of *The Handbook for Technical Leaders: Ten Top Skills for Managers* by signing up at www.bluefjordleaders.com or emailing shelley@bluefjordleaders.com.
Follow Shelley and Blue Fjord Leaders on **Twitter**, **LinkedIn** and **Facebook**

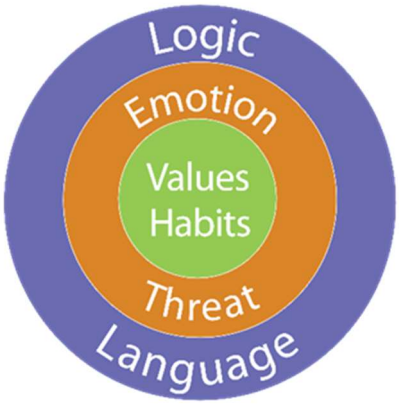
The Origin of Blue Fjord Leaders

If landscapes had a personality, fjords would be bold. Formed from mighty glacial forces, fjords are the dramatic intertwining of land and water. In some traditions, land represents the power of thought and intellect while water represents the equally powerful domain of intuition and feeling. Blue Fjord Leaders embody the skilled integration and application of both forces.

That's what sets Blue Fjord Leaders apart.

The Formula to Improve Employee Engagement

Why is it important to have engaged staff?



Know the Superpowers of Your Staff

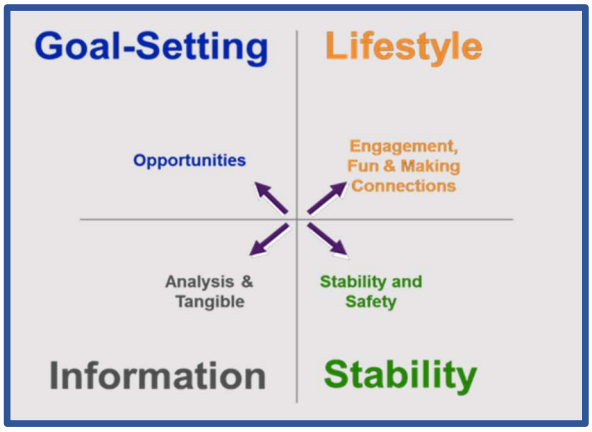
1. Big Picture Thinkers
2. Tactical Executioners
3. Analytical Analyzers
4. Politically Savvy

Big Picture Thinkers

What are their attributes?

When are they valuable?

When are they not your best choice?



What do you need to watch out for in managing them?

Who are your Big Picture Thinkers?

Tactical Executioners

What are their attributes?

When are they valuable?

When are they not your best choice?

What do you need to watch out for in managing them?

Who are your Tactical Executioners?

Analytical Analyzers

What are their attributes?

When are they valuable?

When are they not your best choice?

What do you need to watch out for in managing them?

Who are your Analytical Analyzers?

Politically Savvy

What are their attributes?

When are they valuable?

When are they not your best choice?

What do you need to watch out for in managing them?

Who are your Political Savvy staff?

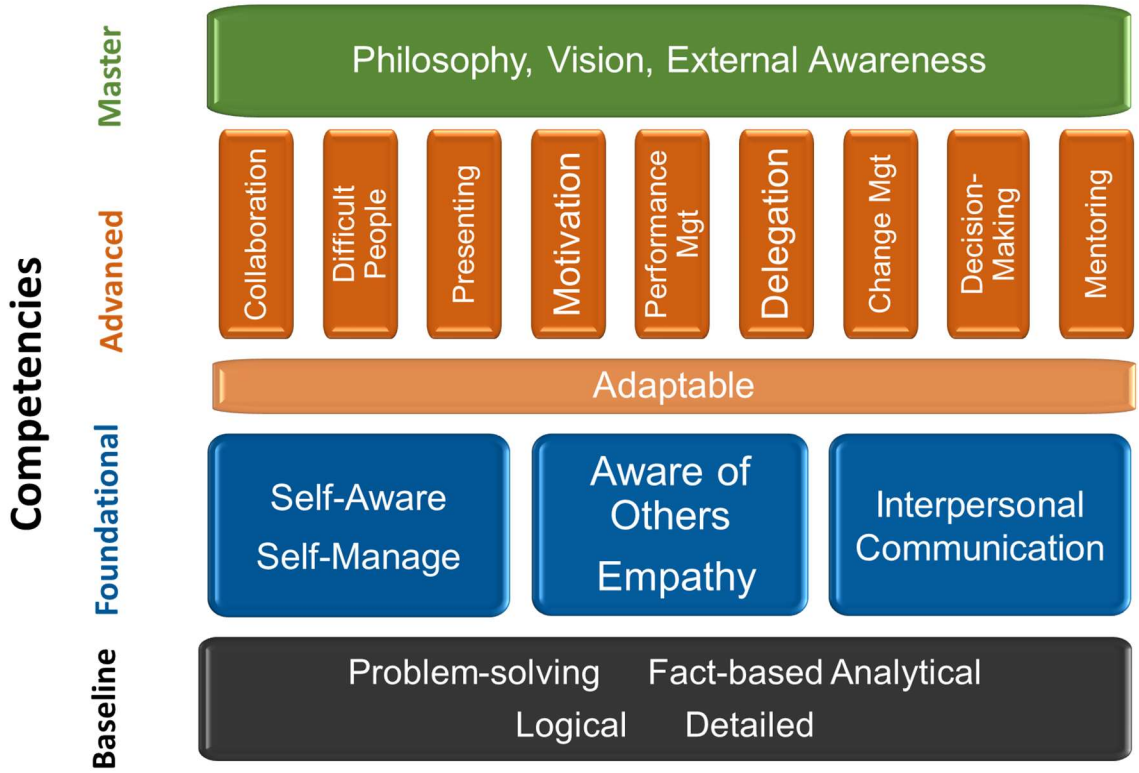
How can you use your staff to create a Super Team?

Application

- List your staff.
- Identify their superpower.
- If you don't know, ask.

What changes do you need to make to ensure their individual skills contribute to a super team?

Blue Fjord Leadership System



Curriculum

Competency	Skill	Session
Foundational	Self-Aware	Learn What Is Inside Your Brain and How It Shows Up at Work
Foundational	Empathy	The Formula to Improve Employee Engagement
Foundational	Empathy	Harmony at Work: Learn to Manage Your Boss
Foundational	Communication	Active Listening Skills for a More Productive Workplace
Advanced	Decision-Making	See Beyond the Data for Insightful Decision-Making
Advanced	Delegation	Delegation: Learn to Let Go So You Can Grow
Advanced	Difficult Conversations	Learn to Manage a Difficult Conversation
Master	Leader Philosophy	Create Your Personal Leadership Philosophy

Suggested Schedule and Actions

Challenge Kickoff – May 18th, 3pm ET

Join LinkedIn Private Group (invitation to be provided)

Complete Communication DNA Self-Assessment (link to be provided)

Session 1 – May 24th
Session 2 – May 31st
Session 3 – June 7th
Session 4 – June 14th

Challenge Check-in – June 17th, 3pm ET

Session 5 – June 21st
Session 6 – June 28th
Session 7 – July 5th
Session 8 – July 12th

Challenge Capstone – July 15th, 3pm ET

Contact Shelley at Shelley@BlueFjordLeaders.com

For Each Session

Access the session at: https://sso.teachable.com/secure/496982/users/sign_in

Listen to the on-demand session

Pause as indicated to complete the worksheet

Apply the lesson in your job

Post a brief summary of your experience with that lesson in the LinkedIn Group

Email Shelley with questions or comments: shelley@bluefjordleaders.com