

Madras Management Association – Konrad Adenauer Stiftung

Present one day workshop on

**5 EASY STEPS TO DEVELOP LEADERSHIP IN ALL  
(A Workshop in Tamil)**

**Date**

**Tuesday, 30 January 2018**

**Timing**

**10.00 am to 5.00 pm**

**Facilitator**

**Mr R R Prasad**

Corporate Trainer

**Venue**

**Madras Management Association**

**21/11, 3rd Cross Street, Seethammal Extn, Teynampet, Chennai – 18**

**Overview:**

***“..if you want to be a leader, learn to follow. All great leaders have been great followers.” - Swami Vivekananda***

Over the decades, Leadership has been a concept where one man was a leader and the other were followers. And, followers were expected to do what the leader tells them to do. This runs totally contrary to general human psychology, which is to grow and develop and to lead someday. Leadership was always about being born, possessing a particular style and attributes, to raise to a situation etc. If one were to closely follow the evolution of leadership theories, we can find that they are closely related to military and military strategy. All cues on leadership thought emerged from the military and all theories were tested in the military. Consequently all leadership pertains to the top of the hierarchy.

However, this has changed and is set to change further. Today, leadership has gone down the ladder, so to speak. The pyramid of organizational hierarchy has gone completely upside down. Are you as management and as an organization upto it??? Are your followers becoming leaders??? In other

words ARE YOUR FOLLOWERS GROWING? as professionals AND as people ??

Management research has proved that empowered followers as leaders impact the bottom line directly. Yes, your followers, the Non Executives, can change the fate of your organization. Your frontline employees, the sales guy, the customer service executive, your receptionist, your delivery boy, your accounts executive, your shop floor operator and your stores in charge etc. can have as much influence on your company's growth as your CEO.

This one day workshop on "Leadership for Non Executives" in Tamil aims to convince non executives to think as leaders and contribute to the profits of the organization. It aims to change their attitudes and behaviour and establish themselves as leaders in their own right. It helps them be a great Team Player. It helps them become an empowered leader.

It will help them grow as people.

This workshop brings to the participants the most powerful concept of Servant Leadership. It helps them start performing as Leaders from Day 1.

**Servant Leadership was first identified and defined by Robert Greenleaf in 1970.** But it is only now that this theory is gaining traction. **It is argued that Leaders who combine the motivation to lead with a need to serve display qualities of Servant Leadership. Greenleaf said that "going beyond one's self interest" is the core characteristic of a servant leader.**

The idea behind Servant Leadership is an approach to people, community and profits with respect, honesty, love and spirituality.

The sessions will look at qualities & attributes of a servant leader and how to become a servant leader. It also looks at the impact of a leader as a servant and it enhances people development and ensures profitability. The main thrust of this program is about the impact of servant leadership in action, and attempts to channel thought creatively, so as to bring about creative action. The program will give the participants the vocabulary and structure to successfully implement servant leadership.

## **Workshop Content**

### **1) Definition and Theory of Servant Leadership**

*(Explains the paradox in the term “servant leader”, besides how the concept originated )*

2) **Vision**

*(How Vision, mission and values impacts leadership. Especially in the day to day operations and how it makes a better person )*

3) **How does a Servant Leader look like.**

*(Discusses the top 5 attributes and characteristics of a Servant Leader)*

4) **Self Leadership**

*(what makes a non Executive a Leader. Discusses ‘ Taking Responsibility’ )*

5) **Consequences of Servant Leadership behaviour**

*(How people and profitability are impacted)*

**For Whom:**

All non executives - front line sales force, Shop Floor operators and supervisors, Dealer salesmen, customer service executives, BPO and back office executives and supervisors, production supervisors, facility management supervisors etc.

**Key Takeaways**

**At the end of the workshop, the Participant will be able to:**

1. Understand the concept of Self Leadership
2. Identify the attributes and characteristics of a Servant Leader
3. Identify and practice Servant Leadership Behaviour.
4. Understanding the consequences and end results of servant leadership.
5. How to ensure organizational, personal growth and Profits by taking responsibility
6. How to handle the nuts and bolts of everyday thru servant leadership

**Facilitator Profile:**

Mr RR Prasad is the Founder of ‘RR Learning Solutions’ a Corporate Training and Management Consultancy company.

RR brings a very rare intensity and excitement to his training sessions that encourages the participants and helps them expand their horizons and maximize their potential. He often draws inspiration from the field of Sports, especially Cricket, to enliven his training programs and capture the imagination of the participants.

RR strongly believes that all training, besides maximizing human potential, should also strive to align personal aspirations with the organizational strategy and objectives.

He has around 3 decades of experience at senior levels in the corporate sector. He has worked in the FMCG & Retail, Advertising, Education, Hospitality, Agriculture and the NGO sectors and has a deep understanding of the these sectors. He has handled large teams across country. He has successfully led many Cross Functional teams in his stints and has contributed majorly to various marketing & strategic successes and was involved in path breaking advertising campaigns.

RR has a Masters in English Literature from Madras University and is an MBA from British University, Milton Keynes, UK. He is also a Google certified Digital Marketer.

RR has undergone intensive “Executive Training for Senior Managers in Marketing Finance” at IIM, Kolkata He has also undergone the Paul Meyer’s Effective Personal Program by Leadership Management Institute, UK Besides, RR is a certified NLP practitioner.

RR leverages this rich professional & personal experience to deliver impactful training sessions in the field of Communication Skills, Creativity, Innovation & Change, Problem Solving approaches besides Team Building and Leadership.He is also specialized in Strategy Formulation.

### **Fee Details:**

Special discounted fee for MMA members – **Rs. 1,800/- per participant (Inclusive of GST 18%) for MMA members.**

**Participation Fee – Rs. 2,500/- + GST 18% per participant**

The fee includes Lunch.

The cheque/DD to be drawn in favour of **“Madras Management Association” payable** at Chennai.

Prior registration is necessary. The fee once paid will not be refunded; change in nomination from same organization will be permitted.

For Registration kindly send us participants **Name, Designation, Organisation, Contact No and Email id.**

Look forward to the pleasure of receiving your nominations at the earliest.

Thanks & Regards

**Gp Capt R Vijayakumar, VSM**  
**Executive Director**  
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