

Connecting TIMES



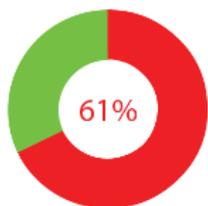
Dear *|FNAME|*



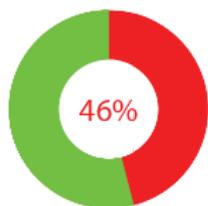
You cannot charge another battery, if your own is flat

First-line leaders have a key role to play in employee engagement. They shape the experiences, beliefs and behaviours of the people they lead. Sadly, the realities of many first-line leaders are far from ideal.

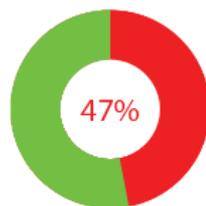
Our statistics show that:



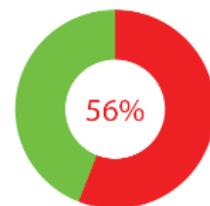
Feel unequipped for their role



Do not have a positive attitude towards their work



Are not emotionally connected to their organisation



Do not have the skills to build good relationships.

If this is how first-line leaders are feeling, imagine the impact on their teams? What example are they setting? And what could they be costing your organisation in terms of morale and lack of engagement? Having the title of a leader does not automatically make people leaders.

[CLICK HERE](#) to download **Free To Grow's white paper - First-line leaders: The weak link in the engagement chain.**

Engagement is an inside-out job

As the primary channel through which information is directed within the organisation, first-line leaders:

- **fulfil the role of team captain** and need to represent and communicate the organisation's goals, objectives and values to their teams. They are therefore the 'sense-makers' of the work that needs to be done.
- provide **a channel for two-way communication**, ensuring that their team's voices are heard, feeding back their concerns and suggestions to senior management.
- **are the glue** that keeps the organisation connected to its people. How they relate to and interact with their teams, determines how much confidence their people will have in them and how connected they feel to the organisation.

LEADQ[®] - not another generic leadership programme

LeadQ[®] has been designed to address the specific gaps in first-line leadership behaviour that most impact the engagement of their teams. Those gaps that time and again show up in climate and engagement surveys. The programme shapes the guiding beliefs and displayed behaviours of first-line leaders. It equips them to:

- **STEP UP** by proactively owning solutions and taking pride in their contribution to the success of the organisation and the motivation and wellbeing of their team.
- **CONNECT & INVOLVE** by listening, demonstrating care and support, showing appreciation, giving recognition and inviting people to contribute their ideas.
- **INSPIRE** their teams by keeping them focused on purpose, leading through their own example.
- **SERVE** by empowering, enabling and developing their people.

Click here to watch a short video in which Alinda Nortje, founder of [Free To Grow](#), shares more about the content and key themes of LeadQ[®]



[CLICK HERE](#) to download the full LeadQ® e-profile.

The impact



“There was a transformation in our team leaders and supervisors. They now are stepping up their performance, accepting responsibility and showing initiative. I was away for two weeks and the operation was still running effectively, hitting perfect numbers and targets in my absence. The team leaders and supervisors ran operations as if they were managers. This is what we have always been looking for.”

**Andre Breytenbach, Manufacturing Manager,
CCBSA Wadeville (Business Process Lead,
Devland at the time of implementation)**

**The self-assessment of 150 leaders from Vector Logistics,
6 - 9 months after attending LeadQ®**



Have you grown in your ability to lead and inspire your team towards greater engagement since attending the programme?



Are you achieving better results from your team since attending the programme?



Has the programme equipped you with the skills to give developmental feedback more effectively?



Are you using appreciation and recognition to sustain engagement in your team more effectively since attending the programme.



Are you more motivated to contribute fully to your organisation as a leader since attending the programme?

No ■ Yes, somewhat ■ Yes, much ■ Yes, very much ■

Contact Alinda Nortje, founder and Executive Chair and developer of LeadQ on +27 82 852 6323 or alinda@ftgsa.co.za or Kim van Schoor on +27 84 442 5619 or kim@ftgsa.co.za to explore how LeadQ® can work for you.

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