

BLUE-COLLAR LEADERSHIP® & CULTURE

The **5** Components for Building High Performance Teams



Become a Sought-After Employer of Choice that Attracts and Retains Top Talent

Blue-Collar Leadership® & Culture is for the top leader who owns the culture — whether they admit it or not. Discover the 5 components for building high-performance teams and start attracting great people instead of searching for good people.

The 5 Components for Building High Performance Teams

- 1. Leadership Development: Without it, frustration.**
- 2. Buy-In: Without it, resistance.**
- 3. Unifying Purpose: Without it, confusion.**
- 4. Competency: Without it, anxiety.**
- 5. Execution: Without it, stagnation.**

When all components are present you get TRANSFORMATION. When all five components are missing, you get CHAOS. *Culture change starts with leadership development because it is the foundation for the other four.*

Blue-Collar Leadership® & Culture: The 5 Components for Building High Performance Teams is not supervisor skills training and not a ropes-course culture day. It's a mental roadmap for the person who has never led a cultural transformation and needs to know why they should do it, what they must do, and how to do it.

Sought-After Employer: People who do not work there have a strong desire to work there.

Employer of Choice: People who already work there have a strong desire to continue working there.

Key Attendee Take-Aways

- A practical roadmap/guide to facilitate culture transformation
- Clarity on how to intentionally become a Sought-After Employer of Choice
- Methods to attract top talent instead of constantly recruiting
- Tips and strategies to reduce turnover
- What “employer of choice” looks/feels like in a plant, shop, or yard — not a poster

Built For:

- ☑ Owners, CEOs, “C”Suite, Executive Leaders, Directors, and Plant Managers who will lead the transformation
- ☑ Companies ready to develop leaders at every level, not just send supervisors to a training class
- ☑ Companies struggling to attract and/or retain top talent

Not Built For:

- ✗ A poster, values-statement, or HR “culture initiative” with no senior owner
- ✗ A leader who thinks a one-hour keynote equals transformation
- ✗ Companies that will train on competency but have no desire to develop the character of the people

Ideal For: Ideal For: Owners • Executives • HR Leaders • Top-Level Managers Leading Culture Change

Format Options: Keynote • Half-Day or Full-Day Workshop • Multi-Session Series • Online Video Training Course

Schedule a call with us at BlueCollarLeadership.com • Call us: 334-728-4143
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