



Develop and Engage the Front Line to Improve the Bottom Line®

Blue-Collar Leadership®: Leading from the Front Lines is a character-based training for blue-collar operators, tradespeople, and front-line team members – inspiring them to take ownership, stay engaged, and become high-impact individuals.

The result: engagement rises, productivity increases, and turnover drops.

The Engagement Gap that Holds Most Organizations Back:

1. Most of the team is not engaged

Only about 31% of U.S. workers are engaged (Gallup). On the front lines, that shows up as a “do my 8 and hit the gate” mentality which results in a productivity, quality, and safety decrease.

2. Disengagement is unrealized potential

Disengagement is the gap between what a team member is doing and what they are capable of doing. Hiring more people does not close that gap. Developing the people you have does.

3. The team was never taught how to grow

Most front line workers are told to work hard. Few are taught how to take responsibility (and why they should), how to build influence, and how to become a highly valued team member.

Disengagement is the gap between what people are doing and what they are capable of doing.

Close that gap and you improve productivity, profitability, and teamwork—while cutting costs, stress, and leadership frustration.

Blue-Collar Leadership®: Leading from the Front Lines helps front-line team members become high-impact individuals, not hired hands. They learn how to make an impact in the role they already have, accept more responsibility, and build influence with leaders and teammates.

Built For:

- ✓ Front line workers, operators, tradespeople, support roles, and those promoted without leadership training
- ✓ Manufacturing, construction, public works, trades, logistics, and operations
- ✓ Companies that want engagement and retention, not another poster in the breakroom

Not Built For:

- ✗ HR Compliance Training
- ✗ A “check-the-box” engagement campaign
- ✗ Companies unwilling to develop leaders at all levels

Key Attendee Take-Aways

- A mindset shift from “having a job” to “becoming a leader”
- How to increase influence with or without a position of authority
- Understand the how and why of responsibility
- How to make an impact right where you are
- How to build influence with leaders and teammates
- Become more valuable on purpose

Ideal For: Front-line Workers, Operators, Tradespeople, Support Roles and those promoted without leadership training. • Anyone in Blue-Collar Environments

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
Email: Mack@MackStory.com