



Leading and motivating a team effectively

Course Objectives

To enable learners to understand the need for teams to have a sense of vision and purpose that reflects the organization's, and the role that effective communication, motivation and individual and team development play in enabling this to happen.

Course outline

- Why organizations or projects need a vision, mission and strategy and what they mean for first line leadership
- How to develop team objectives that support overall strategy and vision
- The importance of a team having a common sense of purpose that links to vision and strategy
- The role that effective communication plays in conveying the overall mission of the organization or project and how the collective work of the team and it's individual members support this
- Effective techniques for communicating vision, goals and objectives in terms of:
 - choosing effective times and places to communicate with the team and individuals
 - selecting appropriate communication methods
 - communicating clearly and accurately
 - active listening skills
 - receiving and responding appropriately to feedback
- The critical importance of teams and individuals being motivated and committed to their objectives
- Alternative theories of motivation, for example (select as appropriate):
 - Maslow's Hierarchy
 - MacGregor's Theory X and Theory Y
 - Herzberg's Two Factor Theory
 - Vroom's Expectancy Theory
 - McClelland's 3-Needs Theory
- Motivational factors that are available to the leader, for example:
 - safety and security
 - sense of belonging and common purpose
 - empathy
 - recognition of achievement





- involvement in decision making
- sense of fulfillment
- self-development
- material rewards
- sanctions
- An appreciation of how these factors can apply to different situations, teams and individuals
- How to select and use appropriate motivational factors
- Giving feedback on performance
- Basic support needs that individuals may have and how to meet these
- The importance of continuous development for the team and individual members respect
- By the end of the program, participants will be able to:
 - Know how to communicate the organizations vision and strategy to the team
 - Explain the importance of the team having a common sense of purpose that supports the overall vision and strategy of the organization
 - Explain the role that communication plays in establishing a common sense of purpose
 - Assess the effectiveness of own communication skills on the basis of the above
 - Know how to motivate and develop the team
 - Describe the main motivational factors in a work context and how these may apply to different situations, teams and individuals
 - Explain the importance of a leader being able to motivate teams and individuals and gain their commitment to objectives
 - Explain the role that the leader plays in supporting and developing the team and its members and give practical examples of when this will be necessary