

# YOUR LEADERSHIP CHOICE: SAFETY LEADERSHIP DEVELOPMENT PROCESS

## OUR PROCESS

THE RESULTS PRODUCED ARE DRIVEN BY THREE CRITICAL ELEMENTS OF SUCCESS: OUR VALUES, OUR BEHAVIORS AND OUR CULTURE.

### **RESULTS! EVERY ORGANIZATION STRIVES TO PRODUCE RESULTS. QUANTIFIABLE MEASURED RESULTS.**

Some organizations achieve those results and others miss the mark. Safety, productivity and quality are results that we must produce on consistent basis. Branta's Leadership Development process looks at how the results produced are driven by three critical elements of success: our values, our behaviors, and our culture.

Although the concepts, content, and implementation of the process are customized for each client, the three main objectives are consistent:

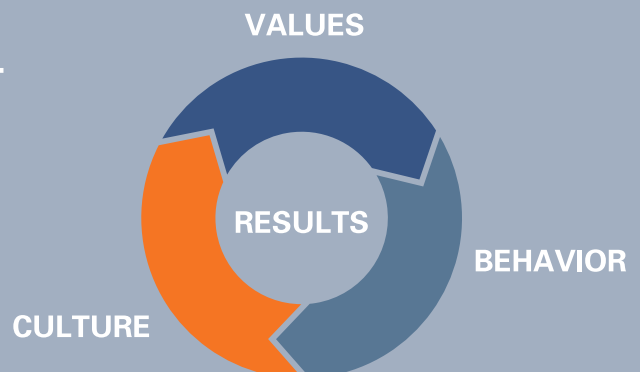
- ALIGN THE LEADERS AROUND A COMMON DEFINITION OF SUCCESS,
- CREATE A SHARED LEADERSHIP LANGUAGE AND SKILL SET, AND
- INCREASE THE AMOUNT AND EFFECTIVENESS OF FEEDBACK OCCURRING WITHIN THE PROGRAMS ALREADY IN PLACE.

The process is not another 'Program of the Month,' it's about helping leaders become more effective so we can consistently produce results through others.

### **THE PROCESS STARTS WITH LEADERSHIP DEVELOPMENT WORKSHOPS LED BY RODNEY GRIEVE.**

The workshops are a successful launching point for the development of key people leaders. However, it's critical to implement a follow-up process to ensure that the discoveries made and the skills developed in the sessions are integrated into the culture. Built into the sessions are follow-up opportunities for internal leaders. To support these objectives, the process also includes three one-hour small group Catalyst Sessions with Rodney as well as a one-day deeper dive into SLII.

#### **BRANTA LEADERSHIP DEVELOPMENT PROCESS**



# WHY BRANTA?

# THE RESULTS

- **Proven Results:** The BRANTA approach has been successfully implemented at organizations across the globe and in all types of industries.
- **Operational Impact:** The process does not ask your front-line leaders to do more; it helps them do what they are doing more effectively in order to produce better results.
- **Consistency:** All the work with BRANTA is conducted by Rodney Grieve so the message is consistent each and every time. This consistency allows for relationship building and extremely high levels of trust in the Leadership Development process.
- **Applicability:** Each workshop is customized to the organization's needs and each Catalyst Session is customized to the individual's needs, so the participants are working on issues particular to their operations. More effective leadership will positively impact all aspects of the business.
- **Value:** Since the process is based on leadership development and typical engagements last 8 to 12 months, it is not a program that requires annual purchases to sustain nor is it just a one-time motivational speech.

## When asked what success looks like, one client's CEO responded:

"We will know we are getting to our goal when every employee thinks about their behavior before acting to ensure it is consistent with our culture of success and feels comfortable getting feedback from or giving feedback to fellow employees to ensure their success." At BRANTA, we believe that in creating this type of culture, the 'numbers' will improve as well.

Although every organization is different and the implementation varies based on factors such as location, size, organizational structure and operational rhythm, the following results show what is possible with the BRANTA approach and a culture of success.

- **GENERAL MANAGER FOR A MINERALS MINING AND PROCESSING COMPANY OPERATING IN FOUR COUNTRIES (SWITZERLAND, BELGIUM, CANADA, AND NAMIBIA):**

"The two fruitful days evidenced several areas of improvement and some weaknesses. New and old problems/questions were surfaced. The constructive and proactive attitude to build is a cultural change in the direction of being more and more collaborative.."

- **OPERATIONS MANAGER WITH A MANUFACTURING FACILITY IN CENTRAL PENNSYLVANIA:**

"Our supervisors have been challenged and changed by Rodney. He doesn't provide training then walk away. He follows up with each person to keep the material fresh in their minds and to monitor that they are using the training. It is fair to say that we have improved as an organization since beginning our partnership with Rodney."

- **PLANT MANAGER FOR A MODULE HOME MANUFACTURER IN SOUTHERN CALIFORNIA:**

"We learned more from Rodney in 15 minutes than we did over months with any of our previous management consultants."

- **SALES MANAGER FOR A MINERALS COMPANY OPERATING THROUGHOUT THE US:**

"Rodney tells it better than others, plus a lot of extras.."

For an understanding of the human and organizational impact of BRANTA's Leadership Development process, we would be happy to provide specific references.

# THE YLC WORKSHOP

BRANTA Leadership Development Process begins with workshops led by Rodney Grieve. The workshops are customized for each client and often include modules such as the following:

- The Role of A Leader: Values / Behaviors / Culture
- Collaboration and A Common Language
- Concepts of SLII® - Diagnosing
- Concepts of SLII® - Matching
- Engaging Your Team: Listening and Feedback
- Continuous Improvement: Developing Feedback
- Redirecting Feedback

The workshops are conducted with groups of 15 to 25 participants. Each participant is provided with materials to facilitate the learning and retention process.

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In addition to the participant materials for the workshops, Rodney's two books: *Defend Your Profits* and *SOAR* can be added to support the process.



***Defend Your Profits: Safety Tools for Bottom Line Improvement*** Rodney Grieve dispels the myths about traditional safety programs while presenting effective tools to move from profit-eating compliance programs to profit-saving improvements. Designed to help the business leader collect the information needed to make sound financial decisions, the tools in *Defend Your Profits* will help you create a safer work environment, give you more time to focus on business and more control over your future.



***SOAR: A Gate-to-Gate Journey of Leadership Essentials*** The authors distill effective leadership down to fundamental learned behaviors in a fun, easy-to-read story. From departure to arrival, *SOAR* is full of simple, relevant, and applicable skills that will make you a more effective leader.

## PARTICIPANTS

THE PROCESS IS DESIGNED FOR ALL LEVELS OF ORGANIZATIONAL LEADERSHIP FROM THE OWNER TO THE FIRST-LINE SUPERVISOR.

## SUPPORT

To solidify the learnings and ingrain the language, skills, and tools into the operating culture of the organization, both internal and external support is needed.

To assist in the internal support, senior leaders will be provided with follow-up sheets so they can meet with each participant about their personal learnings and challenges.

Within 6 months of the YLC workshop, participants will have access to three in-person small group Catalyst Sessions.

Within 12 months after the initial YLC workshop, a one-day program focusing on SLII will be provided to solidify the learning process.

## PRICING

For pricing on this unique approach to Leadership Development, contact Rodney Grieve at [rodney@branta.com](mailto:rodney@branta.com) or at 916-487-1919.

# OUR TEAM



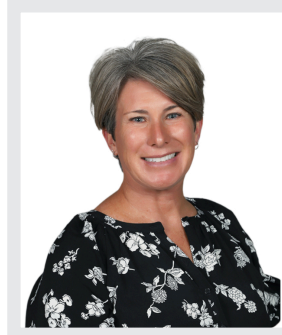
Rodney is the founder of **BRANTA Worldwide**, author of the best-selling *Defend Your Profits: Safety Tools for Bottom Line Improvement* and co-author of *SOAR: A Gate-to-Gate Journey of Leadership Essentials*. He is an internationally recognized speaker on the role of leadership in producing results.



Rodney has over 30 years of industry and consulting experience helping organizations, teams, and individuals create their culture of success.

Since 2000, Rodney has facilitated Leadership Development sessions with clients ranging from high tech to waste management, construction to food packaging, heavy equipment manufacturing to industrial services. As a result, he has developed the delivery style and content to be effective anywhere in the organizational structure. Rodney has worked with thousands of leaders, from front-line supervisors to senior executives, throughout North America, Europe, Asia, and Africa. His programs have been successfully delivered in English, French, Italian and Spanish.

Rodney possesses a Master Degree in Environmental Policy and Management from the University of Denver and a Bachelor of Sciences Degree from Cal Poly San Luis Obispo. He is a Certified Facilitator with The Ken Blanchard Companies.



Darcy is a partner at **BRANTA Worldwide** specializing in the facilitation of Ken Blanchard SLII programs. She has over 15 years of leadership and teaching experience helping others develop and refine their skills.

Prior to joining BRANTA, Darcy led, managed, and taught in the Technology Program at St. Mel Catholic School in Sacramento. In this role, she created instructional programs for students of all age groups that met curriculum standards and supported the faculty and staff in the use of technology in education. By working with all student age groups as well as faculty and staff, Darcy has mastered a communication and facilitation style for all educational levels and skill sets.

Away from the classroom, she served on the School Leadership Team participating in recruiting, interviewing and hiring of teachers and staff.

Darcy possesses a Bachelor of Arts Degree in Communication from Santa Clara University. She is a certified facilitator with The Ken Blanchard Companies.

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Rodney and Darcy live in Sacramento. They have two children, Hudson and McKinley, who were both successful collegiate student athletes and are now discovering the world. When not on the road, they enjoy spending time with their family, gardening, watching soccer, exercising, and doing small construction projects around the house.



**BRANTA Worldwide Inc.** 2443  
Fair Oaks Blvd., #329  
Sacramento, California 95825

Phone 916.487.1919  
BRANTA.com

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